



Writing A Child Care Business Plan

July 10, 17, 24, 2023

6:00 to 8:00 p.m. Event ID: 130542

6 Hours

Learn basic business plan principles and concepts. Complete an environmental scan. Research the market area and child care need, identify features and benefits of child care program. Analyze child care competitors. Identify strategies to build an effective message. Define target market to secure future enrollment. Learn how to use marketing principles to secure community partnerships.

Session 2

Session 2 will continue to build upon session one to develop basic business plan principles and concepts. Participants will develop a description of their individual child care business. Identify the objectives of their business plan and brainstorm what is needed for their operations to be included in their business plan.

Session 3

Session 3 will continue to build upon session one and session two to develop basic business plan principles and concepts. Participants will complete the groundwork of the business plan on financial management and leadership. Participants need to complete all three sessions to receive MI Registry credit.



Developing a Marketing Plan for Your Child Care Center

July 11, 2023

6:00 to 9:00 p.m. Event ID: 130447

3 Hours

Learn basic business plan principles and concepts. Complete an environmental scan. Research the market area and child care need, identify features and benefits of child care program. Analyze child care competitors. Identify strategies to build an effective message. Define target market to secure future enrollment. Learn how to use marketing principles to secure community partnerships.



Developing a Marketing Plan for Your Family Child Care Business

July 19, 2023

6:00 to 8:00 p.m. Event ID: 130840

2 Hours

Learn basic business plan principles and concepts. Complete an environmental scan. Research the market area and child care need, identify features and benefits of child care program. Analyze child care competitors. Identify strategies to build an effective message. Define target market to secure future enrollment. Learn how to use marketing principles to secure community partnerships.



July 25, 2023

Managing Enrollment in Your Child Care Center

6:00 to 8:00 p.m. Event ID: 130414

2 Hours

Learn how to understand enrollment in a child care center and develop your skills to create realistic enrollment projections and how to track current enrollment and future openings. Create action steps to maintain and grow enrollment.



August 2, 2023

Separating Your Family Child Care Finances from Your Personal Finances

6:00 to 8:00 p.m. Event ID: 130545

2 Hours

Learn basic tools to separate business and personal finances. Learn to utilize computer and file systems to organize financial documents. Develop a business budget.



August 8, 2023

When Tuition is Not Enough: Fundraising for your Child Care Center

6:00 to 8:00 p.m. Event ID: 130423

2 Hours

Center directors know that the income generated by tuition is not always enough to make ends meet. Participants in this session will increase their understanding of the six basic principles of fundraising for child care programs and identify initial strategies for a child care center fund development plan.



August 10, 17, 24 2023

Writing A Child Care Business Plan

6:00 to 8:00 p.m. Event ID: 130543

6 Hours

Learn basic business plan principles and concepts. Complete an environmental scan. Research the market area and child care need, identify features and benefits of child care program. Analyze child care competitors. Identify strategies to build an effective message. Define target market to secure future enrollment. Learn how to use marketing principles to secure community partnerships.

Session 2

Session 2 will continue to build upon session one to develop basic business plan principles and concepts. Participants will develop a description of their individual child care business. Identify the objectives of their business plan and brainstorm what is needed for their operations to be included in their business plan.

Session 3

Session 3 will continue to build upon session one and session two to develop basic business plan principles and concepts. Participants will complete the groundwork of the business plan on financial management and leadership. Participants need to complete all three sessions to receive MI Registry credit.

August 18, 2023 **Planning for the Future: Annual Budget and Cash Flow Projections (Family Child Care)**

6:00 to 8:00 p.m. Event ID: 131033 **2 Hours**

Learn basic budgeting concepts. Explore income and expense sections of a budget. Discuss purpose of budgeting and the diverse types of budgets. Understand the purpose of projecting cash flow. Break down the sections of a cash flow statement. Analyze a child care business case study to identify strategies to manage cash flow. Identify strategies to manage cash flow using First Children's Finance business management resources.

August 22, 2023 **Planning for the Future: Annual Budget and Cash Flow Projections (Child Care Center)**

6:00 to 8:00 p.m. Event ID: 130430 **2 Hours**

Learn basic budgeting concepts. Explore income and expense sections of a budget. Discuss purpose of budgeting and the diverse types of budgets. Understand the purpose of projecting cash flow. Break down the sections of a cash flow statement. Analyze a child care business case study to identify strategies to manage cash flow. Identify strategies to manage cash flow using First Children's Finance business management resources.

August 30, 2023 **Developing a Marketing Plan for Your Family Child Care Business**

6:00 to 8:00 p.m. Event ID: 130842 **2 Hours**

Learning basic marketing principles and concepts. Complete an environmental scan. Identify features and benefits of your child care program. Analyze child care competitors. Identify strategies to build an effective message. Define target market to ensure future enrollment. Learn how to use marketing principles to secure community partnerships.

September 5, 2023 **Policies and Practices for Child Care Business Management**

6:00 to 8:00 p.m. Event ID: 131034 **2 Hours**

Learn how to effectively implement policies, procedures, and systems that support stable program operations. Identify and examine how to organize and create standard policies and procedures manual for their program.

September 13, 2023 **Policies and Practices for Family Child Care Providers**

6:00 to 8:00 p.m. Event ID: 130548 **2 Hours**

Family child care providers will gain a better understanding of the importance of strong policies for your business. You will learn how to create your own policy manual and contract or revise what you have to increase its effectiveness. Finally, you will learn strategies to help with enforcing your policies.

September 19, 2023

Developing a Child Care Center Policy and Procedures Manual for Parents

6:00 to 8:00 p.m. Event ID: 130433

2 Hours

Explore the primary components of a Child Care Center Policy and Procedure manual for parents. Identify gaps and opportunities for either creating new or updating your existing Policy and Procedure manual for parents.



September 27, 2023

Precision Pricing for Your Family/Group Child Care

6:00 to 8:00 p.m. Event ID: 130541

2 Hours

Explore the current state of child care and the factors that contribute to child care business challenges. Complete a SOAR analysis. Understand the process for pricing your business services. Identify strategies to increase your business acumen.

Is there a training that sparked your interest?

Please visit www.miregistry.org and enter the Event ID number to complete the registration. All participants will receive MI Registry credit upon successful completion.