

Vermont Child Care Business Technical Assistance Program



Winter 2024 Training Calendar

All trainings below are available for Northern Lights professional development credit – look for them on the training calendar in the coming days. These trainings are all offered “real time, on-line” and will not be recorded. Please reach out via infoVT@firstchildrensfinance.org if you are interested in attending one of these trainings in a future session, or if you want to schedule a private training for a small group or network.

<p>January 9 1-3Pm</p> <p>To register:</p>	<p>Precision Pricing For Your Child Care Center 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. Precision Pricing For Your Child Care Center - Northern Lights at CCV (northernlightsccv.org)</p>
<p>January 17 1-3 pm</p> <p>To register:</p>	<p>Developing a Marketing Plan for your Child Care Center Learn basic marketing principles and concepts. Complete an environmental scan. Identify features and benefits of a 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 Child Care Center - Northern Lights at CCV (northernlightsccv.org)</p>
<p>January 23 6-8 pm</p> <p>To register:</p>	<p>Separating your Family Child Care Finances from your Personal Finances Learn basic tools to separate business and personal finances. Learn to utilize computer and file systems to organize financial documents. Develop a business budget. Separating your Family Child Care Finances from your Personal Finances - Northern Lights at CCV (northernlightsccv.org)</p>
<p>February 13 6-8 pm</p> <p>To register:</p>	<p>Policies and Practices for Family Child Care Providers Family childcare 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. Policies and Practices for Family Child Care Providers - Northern Lights at CCV (northernlightsccv.org)</p>
<p>February 21 1-3 pm</p> <p>To register:</p>	<p>Developing Scholarship and Tuition Assistance Programs Identify practical strategies for establishing a tuition assistance program. Explore how to establish an internal scholarship model for low-income families. Understand how to balance quality child care and level of financial risk to the child care business model. Policies and Practices for Family Child Care Providers - Northern Lights at CCV (northernlightsccv.org)</p>

<p>February 27</p> <p>6-8 pm</p> <p>To Register:</p>	<p>Developing a Marketing Plan For Your Family Child Care Business</p> <p>Learn 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 secure future enrollment. Learn how to use marketing principles to secure community partnerships.</p> <p>Developing a Marketing Plan For Your Family Child Care Business - Northern Lights at CCV (northernlightsccv.org)</p>
<p>March 12</p> <p>6-8 pm</p> <p>To Register:</p>	<p>Precision Pricing for Family Child Care Home</p> <p>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.</p> <p>Precision Pricing for Family Child Care Homes - Northern Lights at CCV (northernlightsccv.org)</p>
<p>March 27</p> <p>April 10</p> <p>April 24</p> <p>6-8 pm</p> <p>To register:</p>	<p>Writing A Child Care Business Plan (three session series)</p> <p>This is a three-part training! Please check your calendars for each of the dates. 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. Participants must attend individual sessions in order to receive professional development hours. Plan to attend all sessions.</p> <p>Writing A Child Care Business Plan - Northern Lights at CCV (northernlightsccv.org)</p>