



First Children's Finance Michigan Spring 2024

Trainings for Home Based Programs

Home Programs

Business Leadership Cohort for Home Programs

Thursdays, April 4, 11, 18, and 25

6:00-8:00 pm Event ID: 144156 8 Hours

The Business Leadership Cohort program from First Children's Finance provides Home based providers and educators with the opportunity to learn about the basics of business related to their child care program. The program includes four group cohort sessions and two individual consultation meetings. Providers must attend ALL 4 training sessions to receive the Business Leadership training hours and credit in MiRegistry.

1. Enrollment Management and Marketing
2. Financial Management
3. Financial Analysis/Goal Setting -Individual Consult
4. Staffing
5. Develop a Plan of Action

Home Programs

Separating Your Home Based Business Finances from your Personal Finances

Tuesday, April 9

6:00-8:00 pm Event ID: 146550 2 Hours

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

Home Programs

Precision Pricing for your Home Program

Tuesday, April 23

6:00-8:00 pm Event ID: 146551 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 home child care business. Identify strategies to increase your business acumen.

Home Programs

Injecting Quality Into your Home Based Child Care Program

Tuesday, June 4

6:00-8:00 pm Event ID: 146555 2 Hours

Explore new opportunities for quality in your individual professional development, home program offerings, and business operations. Using the case study of Angie's Daycare – walk through Angie's own evaluation of where she is at and how she can improve her outcomes with quality.

Home Programs

Developing a Marketing Plan for your Home Program

Tuesday, June 18

6:00-8:00 pm Event ID: 146556 2 Hours

Learn basic marketing principles and concepts for your home based program. Compile 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.



First Children's Finance

Michigan Spring 2024

Trainings for Center Based Programs

Center Programs

Business Leadership Cohort for Center Based Programs

Thursdays, May 9, 16, 23, and 30

6:00-9:00 pm Event ID: 146552 12 Hours

The Business Leadership Cohort program from First Children's Finance provides Center based providers and educators with the opportunity to learn about the basics of business related to their child care program. The program includes four group cohort sessions and two individual consultation meetings. Providers must attend ALL 4 training sessions to receive the Business Leadership training hours and credit in MIRegistry.

1. Enrollment Management and Marketing
2. Financial Management
3. Financial Analysis/Goal Setting -Individual Consult
4. Staffing
5. Develop a Plan of Action

Center Programs

Quality Staffing for Your Child Care Center

Tuesday, May 14

6:00-9:00 pm Event ID: 146553 3 Hours

Learn the three phases of employee recruitment, hiring and retention. Analyze current hiring and employee retention processes for your child care center. Identify strategies to recruit qualified teachers. Review best practices for hiring new employees. Understand the importance of a holistic employee orientation process. Develop strategies to increase staff leadership development.

Center Programs

Developing Scholarship and Tuition Assistance Programs for Child Care Centers

Tuesday, May 28

6:00-9:00 pm Event ID: 146554 3 Hours

Identify practical strategies for establishing a tuition assistance program for your child care center. 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.



First Children's Finance

Michigan Spring 2024

Trainings for both Home and Center based Programs

Home Programs

Center Programs

Startup Bootcamp – “Starting and Running a Successful Child Care Business

Thursday, June 6

6:00-9:00 pm Event ID: 146557 3 Hours

Develop the basic skills of starting and running a successful child care business. Learn the skills needed to refine your child care business idea, manage finances, develop a budget, create a marketing plan, and identify business policies that contribute to sustainability and growth of the child care business. Explore the basic business concepts through a hands-on approach using case studies, individual exercises, group exercises, and classroom discussions.

Home Programs

Center Programs

Writing a Child Care Business Plan Workshop

Thursday, June 13, 20, and 27

6:00-8:00 pm Event ID: 146558 6 Hours

Must attend all 3 sessions to receive MiRegistry Credit. Session Break down:

1. Session 1 will focus on learning 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.

2. Session 2 will build upon session 1 to develop basic business plan principles and concepts. Participants will develop a description of the 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. Participants need to complete session one and two to receive develop credit.
3. Session 3 will build upon session 1 and session 2 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 MiRegistry credit.

[Register for training events at MiRegistry.Org](https://www.miregistry.org)