



First Children's Finance



FCF Oregon Child Care Trainings

2025 Summer Sessions

Child Care Business Boot Camp – Starting and Running a Successful Child Care Business (FCC)

Thursday, July 24 | 5–9 pm (PST)

The Child Care Business Boot Camp offers a comprehensive guide for start-up child care entrepreneurs to launch and manage a child care business. This two-part series incorporates case studies and interactive exercises to teach essential business concepts. Participants will develop critical skills to refine their business ideas, manage finances, create budgets, marketing plans, and evaluate business policies.

Set Level: Set 1

Core Knowledge Category: Program Management

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Managing Enrollment in your Child Care Center (CCC)

Thursday, August 21 | 6–8 pm (PST)

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.

Set Level: Set 1

Core Knowledge Category: Program Management

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Developing a Marketing Plan for your Family Child Care Business (FCC)

Thursday, September 18 | 6–8 pm (PST)

Learn basic marketing principles and concepts to build your child care program brand. 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 the target market to secure future enrollment. Learn how to use marketing principles to secure community partnerships.

Set Level: Set 1

Core Knowledge Category: Program Management

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