

Empowering Child Care With Expert-Led Training

FREE Professional Development Trainings



Web-Based Trainings

September - December 2025

First Children's Finance Minnesota is excited to announce a range of professional development and training opportunities for Minnesota child care entrepreneurs this fall. These courses are designed to equip child care business owners with the knowledge, resources, and connections needed to thrive in the industry.



Register

Planning for the Future:

Accounting and Financial Statements for your Child Care Center

September 10 | 1-4 pm

Learn basic accounting terms and review commonly used financial statements. Break down sections of an income and expense statement, a cash flow statement, and a balance sheet. Analyze a case study to determine the financial health of a child care business. Identify strategies for using financial statements to inform business decisions. (Develop Event ID: 447144)

Register

Planning for the Future:

Annual Budget and Cashflow Projections for your Family Child Care Business

September 16 | 6:30-8:30 pm

Participants will learn basic budgeting concepts. Explore income and expense sections of a budget. Discuss the purpose of budgeting and the different 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. (Develop Event ID: 447145)

Register

Leveraging Technology for your Child Care Business

September 17 | 6:30-8:30 pm

In today's digital age, technology plays a crucial role in enhancing the efficiency and quality of child care centers and family child care providers. By incorporating the right software and hardware solutions, child care businesses can streamline their operations, improve their financial knowledge of their business, and use technology to support their growth and operations. In this training, participants will explore various technology tools, their advantages, and how to effectively integrate them into their child care business.

(Develop Event ID: 447147)

To register for a training, click the **Register** button or log into your **Develop** account and search using the **Event ID**.

If you have any questions, please contact us at infoMN@firstchildrensfinance.org.



First Children's Finance

firstchildrensfinance.org/minnesota

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Register

Developing a Marketing Plan for your Child Care Center

October 21 | 1-4 pm

Developing a strong child care brand goes beyond simply maintaining a waitlist. In this lesson, we will explore essential marketing tools and principles to enhance your brand's niche and presence. Topics will include conducting an environmental scan to assess the current market, identifying key features and benefits of your program, defining your target audience, and analyzing competitors in the child care industry. Participants will develop an effective marketing plan and budget to implement in their program. **(Develop Event ID: 447151)**

Register

Quality Staffing for your Child Care Center

November 19 | 9:30 am-12:30 pm

Learn the three phases of employee recruitment, hiring and retention. Analyze current hiring and employee retention processes. 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. **(Develop Event ID: 144152)**

Financial Basics and Taxes for your Family Child Care Business

Register

November 20 | 6:30-8:30 pm (Develop Event ID: 447153)

Register

December 2 | 6:30-8:30 pm (Develop Event ID: 447155)

Learn basic financial terms, and about income and expenses for your child care business. Review the forms and schedules involved in tax preparation, how to organize your records and more. Learn and discover practical tools that will help keep your business taxes organized and make the process simpler. This course is offered ONLINE through an online virtual format.

Register

Policies and Practices: Management for your Child Care Center

November 25 | 10 am-Noon

Discover how to put effective policies and procedures into action to keep your program running smoothly. Build a standard operating manual tailored to your child care center using a provided template—or bring your own. Work through real-life examples in small and large group activities as you explore how to introduce policies to families, keep your systems up to date, and understand why strong procedures are essential for long-term success in child care business operations. **(Develop Event ID: 447154)**

Register

Planning for the Future:

Accounting and Financial Statements for your Family Child Care Business

December 9 | 1-4 pm

Learn basic accounting terms and review commonly used financial statements. Break down sections of an income and expense statement, a cash flow statement, and a balance sheet. Analyze a case study to determine the financial health of a child care business. Identify strategies for using financial statements to inform business decisions. **(Develop Event ID: 447162)**

Register

Managing Enrollment for your Child Care Center

December 11 | 1-3 pm

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. **(Develop Event ID: 447163)**

