

FREE Professional Business Training Opportunities for Oregon Child Care Providers



Web-Based Trainings

February – June 2026



First Children's Finance-Oregon is pleased to offer professional development trainings led by experts in child care business acumen and leadership. These sessions elevate business excellence across the state by strengthening providers' financial and operational skills and supporting owners and administrators in building sustainable, high-quality programs.

Register

Developing a Marketing Plan for your Child Care Center (CCC)

February 19 | 6–9 pm

Core Knowledge Category: Program Management (Set Level 1)

To build your child care center brand, we will examine marketing principles and concepts for child care center and 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.

Register

Developing Scholarship and Tuition Assistance Programs (FCC)

March 5 | 6–9 pm

Core Knowledge Category: Program Management (Set Level 2)

We will explore effective strategies for creating a tuition assistance program by analyzing five case studies. These case studies will prepare participant to apply practical approaches to developing an internal scholarship model for low-income families. Participants will also examine how to balance providing high-quality child care with managing the financial risks to the child care business

Register

When Tuition Is not Enough: Fundraising for Your Child Care Center (CCC)

March 19 | 6–8 pm

Core Knowledge Category: Program Management (Set Level 2)

Center directors often find that tuition revenue alone doesn't fully cover all expenses. In this session, participants will expand their knowledge by exploring six fundamental principles of fundraising for child care programs. Identify and implement key strategies to kickstart a fund development plan for their child care centers.

Register

Policies and Practices for Child Care Business Management (FCC)

April 9 | 6–8 pm

Core Knowledge Category: Program Management (Set Level 1)

Directors/Owners will 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.



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Aprovechando la tecnología para los negocios de cuidado infantil

16 de Abril | Noon-2 pm**Categoría de conocimientos básicos: Gestión de programas (Nivel de conjunto: Dos)**

Descripción: La tecnología desempeña un papel en la mejora de la eficiencia y calidad de los programas de cuidado infantil. Al incorporar las soluciones adecuadas de software y hardware, las empresas de cuidado infantil pueden agilizar sus operaciones, mejorar su conocimiento financiero y apoyar su crecimiento y operaciones. Analizaremos diversas herramientas tecnológicas, sus ventajas y cómo integrarlas eficazmente en tu negocio de cuidado infantil.

Register

Policies and Practices for Your Child Care Center (CCC)

April 23 | 6-8 pm**Core Knowledge Category: Program Management (Set Level 1)**

Achieving full enrollment is crucial for the sustainability of your child care center. In this session, we will examine the current landscape of child care and explore the challenges impacting the industry. Through a SOAR analysis, participants will enhance their business skills and develop precision pricing strategies to optimize revenue and ensure long-term viability.

Register

Separating Your Family Child Care Finances from Your Personal Finances (FCC)

May 7 | 6-8 pm**Core Knowledge Category: Program Management (Set Level 1)**

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

Register

Building Your CEO Mindset: Strengthening Business Leadership in Child Care

May 21 | 6-9 pm**Core Knowledge Category: Program Management (Set Level 2)**

This course is designed for experienced child care owners, directors, and administrators who are ready to elevate their leadership and operational effectiveness. Participants will examine the business systems and leadership competencies required to manage sustainable, high-quality child care enterprises. Through applied discussion and scenario-based learning, participants will analyze financial data, evaluate organizational capacity, and strengthen strategic decision-making practices that align with long-term program goals. Emphasis will be placed on developing a CEO mindset—integrating visionary leadership with sound fiscal and human resource management—to foster resilient, high-impact early learning organizations.

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Child Care Business Boot Camp: Session 1 – Starting and Running a Successful Child Care Business (FCC)

June 10 | 6–8 pm

Core Knowledge Category: Program Management (Set Level 1)

Part 1 of 2: 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.

Register

Child Care Business Boot Camp: Session 2: Starting and Running a Successful Child Care Business (FCC)

June 17 | 6–8 pm

Core Knowledge Category: Program Management (Set Level 1)

Part 2 of 2: 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.

Register

Precios precisos para tu cuidado infantil familiar (FCC) *(solo en español)*

18 de Junio | 6–8 pm

Categoría de conocimientos básicos: Gestión de programas (Nivel de conjunto: Dos)

Alcanzar la matrícula completa es crucial para la sostenibilidad de tu programa de cuidado infantil. En esta sesión, analizaremos el panorama actual del cuidado infantil y exploraremos los desafíos que afectan a la industria. A través de un análisis SOAR, los participantes mejorarán sus habilidades empresariales y desarrollarán estrategias de precios precisas para optimizar los ingresos y garantizar la sostenibilidad a largo plazo.

Register

Precision Pricing for Your Child Care Center (CCC)

June 25 | 6–8 pm

Core Knowledge Category: Program Management (Set Level 2)

Achieving full enrollment is crucial for the sustainability of your child care center. In this session, we will examine the current landscape of child care and explore the challenges impacting the industry. Through a SOAR analysis, participants will enhance their business skills and develop a precision pricing strategies to optimize revenue and ensure long-term viability.

To register for a training, click the **Register button** or log into your **MyORO** account and visit the **ORO Training Calendar**.

Contact infooregon@firstchildrensfinance.org with questions.



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