



**The Entrepreneurship Center** at Washtenaw Community College



## The Business of Child Care Boot Camp Resources

*Resources gathered at The Business of Child Care Boot Camp on March 6, 2020, so some resources may become outdated*

### Topic: How to be a Boss - Managing Staff

**Speaker: Laura Griswold, Teacher Support Coordinator,  
Gretchen's House Child Care Centers**

**Presentation Slideshow: <http://bit.ly/3aF5ljq>**

- "Everyday Leadership" - Drew Dudley TED talk: [https://www.ted.com/talks/drew\\_dudley\\_everyday\\_leadership?language=en](https://www.ted.com/talks/drew_dudley_everyday_leadership?language=en)
- National Association for the Education of Young Children (NAEYC): <https://www.naeyc.org/>
  - NAEYC Accreditation: <https://www.naeyc.org/accreditation>
- *Love 'Em or Lose 'Em: Getting Good People to Stay* by Beverly Kaye and Sharon Jordan-Evans: <https://www.amazon.com/Love-Em-Lose-Getting-People/dp/160994884X>
- Officevibe <https://officevibe.com/>
- Emotional intelligence (EQ): [https://en.wikipedia.org/wiki/Emotional\\_intelligence](https://en.wikipedia.org/wiki/Emotional_intelligence)
- Great Start to Quality (QRIS): <https://greatstarttoquality.org/about-great-start-quality>
- Important points:
  - Create a healthy work environment.
  - Onboarding: Share culture, vision, and values.
  - EQ is more important than IQ.
  - A great leader lets others shine.
  - Delegate.
  - Regular feedback forms, informally, formally.
  - 'Stay' interviews - What makes employees stay?

### Topic: Marketing and Branding

**Speaker: Ryan Brown, Executive Director, U School**

- The U School: <https://theubuntuschool.org/>
- Ubuntu Communities - Nonprofit Organization: <https://ubuntucommunities.com/>
- PlaySpot: website - <https://playspota2.com/>
- Ann Arbor Public Schools: <https://www.a2schools.org/>
- U School's Investing in Early Childhood Video: <https://www.youtube.com/watch?v=0U4ICTFNKbg>
- RocketHub/Crowdfunder: <https://www.crowdfunder.com/rockethub>



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- Michigan Association for the Education of Young Children Annual Conference: <https://www.miaeyc.org/professional-development/conferences-institutes/annual-early-childhood-conference/>
- Great Start to Quality Resource Centers: <https://www.greatstarttoquality.org/find-resource-center>
- *This is Marketing*, Seth Godin: <https://seths.blog/tim/>
- Child Care Network: <https://childcarenetwork.org/find-quality-child-care>
- MI Registry: <https://www.miregistry.org/>
- MailChimp email marketing platform: <https://mailchimp.com/>
- ZingTrain: <https://www.zingtrain.com/>
- ZingTrain on visioning: <https://www.zingtrain.com/content/why-and-how-visioning-works>
- UM Dearborn Early Childhood Education Center: <https://umdearborn.edu/cehhs/centers-institutes/ecec>
- Important points:
  - Visioning
  - Strength-based teams
  - Create vision, mission and purpose statements
  - Learn Search Engine Optimization (SEO) to track website/marketing
  - Give away fun swag
  - Control the narrative through branding and marketing
  - Use video, it continues to give return
  - Passion + effort = quality

## Topic: Budgeting for Quality

**Speakers: Diana Kontoyiannakis, Owner/Director, and Christina Thomas, Director, Little Angels Learning Community**

**Presentation Slideshow: <http://bit.ly/2TCxGqz>**

- Payroll Tools
  - PayChex: <https://www.paychex.com/>
  - Gusto: <https://gusto.com/>
- Tuition Express: <https://www.tuitionexpress.com/>
- What's Cooking Ann Arbor: <https://www.whatscookinga2.com/>
- Kapnik Insurance: <https://kapnick.com/>
- Google surveys: <https://support.google.com/surveys/answer/2372144?hl=en>
- SMART goals: [https://en.wikipedia.org/wiki/SMART\\_criteria](https://en.wikipedia.org/wiki/SMART_criteria)
- Great Start to Quality organization: <https://www.greatstarttoquality.org/>



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- Child Care Exchange: <https://www.childcareexchange.com/>
- What's Cooking Ann Arbor: <https://www.whatscookinga2.com/>
- Important points:
  - Forecasting
  - SMART goals
  - Payroll biggest portion of expenses
  - Outsource when possible: lunches, payroll, trainings
  - Use Excel spreadsheets and Google forms for surveys

### **Topic: The Business Side of Family Relationships: Managing Contracts, Fee Collection and Expectations**

**Speaker: Carrie Anderson, Owner/Director, Morning Star Child Care**

- T.E.A.C.H. Early Childhood® Michigan Scholarship Program: <https://www.miaeyc.org/professional-development/t-e-a-c-h-scholarships/>
- Washtenaw County Early Childhood Directors Association: <https://www.wcecdca.com/>
- Morning Start Child Care: <https://morningstarchildcare.net/>
- Pro Care Child Care Management Software: <https://www.procaresoftware.com/>
- Important points:
  - Create a mission statement
  - Do market research
  - Networking
  - Create a parent handbook and a staff handbook
  - Use contracts with families

### **Other Resources**

- U.S. Small Business Association - "How To Start a Quality Child Care Business": [https://www.sba.gov/sites/default/files/files/pub\\_mp29.pdf](https://www.sba.gov/sites/default/files/files/pub_mp29.pdf)
- Child Care Aware (formerly NACCRRA) - "Opening & Running a Family Child Care": <https://www.childcareaware.org/providers/opening-running-family-child-care-home/>
- Federal Administration for Children and Families - "Resource Guide: Starting and Operating a Child Care Business": [https://childcareta.acf.hhs.gov/sites/default/files/public/1503\\_starting\\_and\\_operating\\_child\\_care\\_business\\_edited.pdf](https://childcareta.acf.hhs.gov/sites/default/files/public/1503_starting_and_operating_child_care_business_edited.pdf)
- Michigan Association for the Education of Young Children: <https://www.miaeyc.org/>
- Great Start To Quality - Southeast Resource Center, serves Genesee, Hillsdale, Jackson, Lenawee, Livingston, Monroe and Washtenaw counties: <https://greatstarttoquality.org/southeast-resource-center>