



Opportunities Exchange

Child Care Management Software & Parent Engagement

April, 2024



WHY PARENT ENGAGEMENT?

Parents are not just your customers, they are also your partners in teaching and supporting their children. The more trust and communication that you and your team have with parents, the healthier and happier the children in care will be.

Child Care Management Software (CCMS) systems make texting and emailing families fast and easy. You can send updates about activities and milestones accompanied with photos and videos throughout the day.

HOW USE OF A CCMS SUPPORTS PARENT ENGAGEMENT

COMMUNICATION

- **How easy is it for you and your teachers to reach one parent, one classroom of parents, or all parents via text or email?**
- **How easily can teachers and parents schedule parent-teacher conferences?**
- **In emergencies, can you quickly reach those parents that need to be informed?**

Administrators and teachers can securely send texts and emails to one parent, groups of parents, and/or all parents.

PHOTOS AND VIDEOS

- **How easily can teachers send photos and texts to one parent or all of the parents in the classroom?**
- **How responsive are parents and other caregivers to seeing photos of their children throughout the day?**
- **How helpful are photos and videos in demonstrating activities that you would like families to try at home?**

Administrators and teachers can securely send photos and videos to families.

BUILDING COMMUNITY

- **Do you spend hours each month creating parent newsletters?**
- **Can you easily craft classroom or age specific newsletters?**
- **How much time do you spend creating and updating contact information for each classroom so that families can get to know one another?**

A CCMS gives you tools and templates to easily create targeted newsletters and class rosters with family contact information.