SHARED SERVICE STRATEGIES TO SUPPORT ENROLLMENT IN FAMILY CHILD CARE

Wynne Busman and Lisa Farinholt-O’Brien
Infant Toddler Family Day Care, Fairfax, VA

Erica Phillips
All Our Kin, New Haven, CT

Infant-Toddler Family Day Care

Network of @ 125 home-based providers that collectively serve @ 360 children. Network Hub:
• Manages all billing and fee collection, so that providers are guaranteed a per-child allocation for every child they enroll and do not have to collect fees from parents;
• Administers USDA Child and Adult Care Food Program for home providers;
• Offers training (with an ESOL component) including Infant/Toddler credential for college credit
• Delivers on-site Technical Assistance
• Identifies and supports peer mentors
• Assistance with liability insurance, equipment, other start-up costs
All Our Kin

Supports more than 400 family child care providers, with varying levels of service, across 3 Networks

- Family Child Care Network - Educational mentorship, professional development, and leadership supports; 10 session entrepreneurship series and individualized coaching and consultations;
- Early Head Start — Family Child Care services network that includes stipends for providers as well as wrap-around comprehensive services and supports for the children and families they serve.
- Provider Showcase Program (PSP) — Higher quality providers may participate to receive targeted marketing supports and enhancement grants.

Infant Toddler Strategies to Support Enrollment

How does Infant Toddler keep the programs in their network fully enrolled?

- Provider recruitment/selection
- Family (customer) marketing
- The enrollment process (on-line)
- The fee collection process (ACH)
- Funding: from provider fees + CACFP administration + grants
AOK Strategies to Support Enrollment

How is AOK helping providers to stay fully enrolled?

- Provider recruitment/selection – who participates?
- Customer marketing – who does the program target?
- The process – how it works currently & future plans
- Funding: grants + partner fees

[Image of PSP website]
Lessons Learned

- Provider satisfaction – Participating FCC providers are “customers”; services must be of value to them
- Parent education – Parents need to understand the value of FCC and the benefits of a network
- Provider selection – a Shared Services approach is not for every home-based provider
- Technology – automation is crucial to efficiency and effectiveness
- Employers and job placement agencies can be important partners
For more information….

**Infant Toddler**
- Agency Website: [www.itfdc.com](http://www.itfdc.com)

**All our Kin**
- Agency Website: [http://www.allourkin.org/](http://www.allourkin.org/)
- Provider Showcase: [http://www.showcase.allourkin.org/](http://www.showcase.allourkin.org/)