Boosting Enrollment in Child Care Centers and Best Practice Marketing Concepts

Lessons from the Field
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Opportunities Exchange
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Top Strategy: Predict Vacancies
Full Enrollment is Key to Sustainability

- Ensure full enrollment, every day in every classroom
- Collect tuition and fees, in full + on time
- Revenue covers per-child cost (tuition, fees + 3rd party funding)
Action Plan Step 1: Gather Data

To ensure full enrollment you need data to help determine where gaps exist and if the problem is a predictable trend, a situational challenge, or a chronic problem.

Each classroom should have an enrollment goal, informed by the cost of operating that classroom. The industry standard is to budget for 85% enrollment.

At minimum, enrollment should be tracked – by classroom – every month. Sharp managers typically look at enrollment weekly.
<table>
<thead>
<tr>
<th>Room</th>
<th>Capacity</th>
<th>Goal @ 85% capacity</th>
<th># Enrolled</th>
<th>% Capacity Enrolled</th>
</tr>
</thead>
<tbody>
<tr>
<td>Infant</td>
<td>10</td>
<td>9</td>
<td>9</td>
<td>90%</td>
</tr>
<tr>
<td>Toddler</td>
<td>14</td>
<td>12</td>
<td>13</td>
<td>93%</td>
</tr>
<tr>
<td>3-4yrs AM</td>
<td>16</td>
<td>16</td>
<td>15</td>
<td>94%</td>
</tr>
<tr>
<td>3-4yrs PM</td>
<td>16</td>
<td>16</td>
<td>12</td>
<td>75%</td>
</tr>
<tr>
<td>3yrs Full Day</td>
<td>16</td>
<td>12</td>
<td>10</td>
<td>63%</td>
</tr>
<tr>
<td>4yrs Full Day</td>
<td>16</td>
<td>12</td>
<td>11</td>
<td>69%</td>
</tr>
<tr>
<td>SACC</td>
<td>20</td>
<td>15</td>
<td>11</td>
<td>55%</td>
</tr>
<tr>
<td>Total</td>
<td>108</td>
<td>92</td>
<td>81</td>
<td>75%</td>
</tr>
</tbody>
</table>
Step 2: Analyze Data

Predictable Trend: Enrollment is always low, especially in the 4 yr old classrooms, during the summer months

- If the example of slide #4 was taken during the summer or holiday vacation it might represent a typical trend and not cause for alarm

Situational Challenge: Trend data suggest that classrooms are typically full but monthly analysis shows openings

- The example on slide #4 shows many openings. How do these numbers compare with the last few months? And last year?

Chronic Problem: Trend data show that the Rainbow Room (4 yr olds) has not been full for almost a year.

- The low enrollment in preschool & SACC classrooms, shown in slide #4, is a pattern and might indicate the need to close or consolidate classrooms if enrollment cannot increase soon.
Step 3: Additional Research

The biggest enrollment gap in Happy Acres is the school-age classroom. Why is this classroom not full?

- Our price is too high (Can we afford to lower it or create financing incentives to enroll? Can we help families get subsidy?)
- There is too much competition (How can we differentiate our program from our competitors? Can we lower costs by having a smaller, but more fully enrolled, SACC program? Does it make sense for us to operate a SACC program at all?)
- Families are not aware that Happy Acres provides SACC (Who are our best customers? Where do they live and work? How can we reach our target market?)
- Kids just don’t want to go to an after-school program at a day care center; they think it’s for babies. (How might we change our programming or marketing to show make it fun for school-agers?)
Step 3: Additional Research

Our biggest financial loss is in the 3 and 4 year old classrooms, which are chronically under-enrolled. What do we know about the potential cause?

- Most of our families receive child care subsidy but frequently “fall through the cracks”. (What can we do to help ensure consistent subsidy? Or to advocate for more funds or higher income ceilings?)
- Most families cannot afford to pay full tuition even when they aren’t eligible for subsidy. (Can we afford to establish a sliding fee scale? Can we find funding for scholarships?)
- There is too much competition – especially from ‘free’ programs like public school PreK or Head Start. (Should we reduce or combine preschool classrooms? Could we partner with PreK or HS to help serve working families that need longer days?)
Examples of Vacancy Reports

- Kids R Great analysis of financial cost of vacancies
- Early Connections vacancy analysis by funding stream, including full- and part-day slots
- Early Connections Monthly Report shared with board
## Kids R Great Enrollment Analysis: Snapshot of Monthly Gaps + Losses

<table>
<thead>
<tr>
<th>Classroom</th>
<th>Ages</th>
<th>Licensed Capacity</th>
<th>Staffed Capacity</th>
<th>FTE Enrollment</th>
<th>FTE Vacancy</th>
<th>% Enrolled vs. Capacity</th>
<th>Monthly cost per vacancy</th>
<th>Annual projected loss/vacancies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crestwood Center</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bumblebees</td>
<td>6 wks - 12 mos</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Grasshoppers</td>
<td>12 mos - 2 yrs</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Ladybugs</td>
<td>2 - 3 yrs</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Caterpillars</td>
<td>3 - 4 yrs</td>
<td>20</td>
<td>20</td>
<td>18</td>
<td>2</td>
<td>90%</td>
<td>$768</td>
<td>($18,432)</td>
</tr>
<tr>
<td>Butterflies</td>
<td>4 - 5 yrs</td>
<td>20</td>
<td>20</td>
<td>20</td>
<td>0</td>
<td>100%</td>
<td>$768</td>
<td>-</td>
</tr>
<tr>
<td>After School</td>
<td>5 - 8 yrs</td>
<td>24</td>
<td>24</td>
<td>12</td>
<td>12</td>
<td>50%</td>
<td>$512</td>
<td>($73,728)</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>64</td>
<td>64</td>
<td>50</td>
<td>14</td>
<td>78%</td>
<td>$963</td>
<td>($92,160)</td>
</tr>
</tbody>
</table>

| Park Place Center  |              |                   |                  |                |             |                        |                          |                              |
| Bumblebees         | 6 wks - 12 mos | 8                 | 8                | 8              | 0           | 100%                   | $963                     | $0                           |
| Grasshoppers       | 12 mos - 2 yrs | 10                | 10               | 10             | 0           | 100%                   | $941                     | $0                           |
| Ladybugs           | 2 - 3 yrs     | 12                | 12               | 12             | 0           | 100%                   | $833                     | $0                           |
| Caterpillars 1     | 3 - 4 yrs     | 20                | 20               | 20             | 0           | 100%                   | $768                     | $0                           |
| Caterpillars 2     | 3 - 4 yrs     | 20                | 20               | 20             | 0           | 100%                   | $768                     | $0                           |
| Butterflies        | 4 - 5 yrs     | 20                | 20               | 20             | 0           | 100%                   | $768                     | $0                           |
| After School       | 5 - 8 yrs     | 24                | 24               | 20             | 4           | 83%                    | $512                     | ($24,576)                    |
| Total              |              | 114               | 114              | 110            | 4           | 96%                    | $963                     | ($24,576)                    |
### Antlers

<table>
<thead>
<tr>
<th>Animal</th>
<th>FTE</th>
<th>2/day</th>
<th>3/day</th>
<th>Partner</th>
<th># FT</th>
<th># 2 day</th>
<th># 3 day</th>
<th>PT Partner</th>
<th>Class total</th>
<th>% FTE</th>
<th># CPP</th>
<th>%EHS</th>
<th>#HS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Panda</td>
<td>10</td>
<td>9</td>
<td>-</td>
<td>-</td>
<td>9</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>9</td>
<td></td>
<td>34</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>Turtle</td>
<td>14</td>
<td>12</td>
<td>-</td>
<td>-</td>
<td>13</td>
<td>-</td>
<td>-</td>
<td>12</td>
<td>12</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monkey PM</td>
<td>16</td>
<td>16</td>
<td>16</td>
<td>13</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>12</td>
<td>12</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monkey AM</td>
<td>16</td>
<td>16</td>
<td>16</td>
<td>16</td>
<td>9</td>
<td>-</td>
<td>-</td>
<td>15</td>
<td>15</td>
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</tr>
<tr>
<td>Frog</td>
<td>16</td>
<td>12</td>
<td>1</td>
<td>1</td>
<td>9</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>9</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Tiger</td>
<td>16</td>
<td>12</td>
<td>-</td>
<td>-</td>
<td>10</td>
<td>-</td>
<td>-</td>
<td>10</td>
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</tr>
<tr>
<td>Cheetah</td>
<td>20</td>
<td>16</td>
<td>2</td>
<td>2</td>
<td>11</td>
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<td>-</td>
<td>-</td>
<td>11</td>
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<td></td>
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</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>76</strong></td>
<td><strong>62</strong></td>
<td><strong>3</strong></td>
<td><strong>3</strong></td>
<td><strong>16</strong></td>
<td><strong>52</strong></td>
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<td>-</td>
<td><strong>27</strong></td>
<td><strong>79</strong></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

Admits: 1  
Discharges: 0  
Transfer in: 0  
Transfer out: 0

### Chelton

<table>
<thead>
<tr>
<th>Animal</th>
<th>FTE</th>
<th>2/day</th>
<th>3/day</th>
<th>Partner</th>
<th># FT</th>
<th># 2 day</th>
<th># 3 day</th>
<th>PT Partner</th>
<th>Class total</th>
<th>% FTE</th>
<th># CPP</th>
<th>%EHS</th>
<th>#HS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purple</td>
<td>8</td>
<td>7</td>
<td>-</td>
<td>-</td>
<td>8</td>
<td>-</td>
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<tr>
<td>Green</td>
<td>8</td>
<td>7</td>
<td>-</td>
<td>-</td>
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<td>-</td>
<td>-</td>
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<td>Orange</td>
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<td>7</td>
<td>-</td>
<td>-</td>
<td>8</td>
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<td>-</td>
<td>8</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yellow AM</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>9</td>
<td>9</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yellow PM</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>7</td>
<td>7</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Red</td>
<td>16</td>
<td>13</td>
<td>-</td>
<td>-</td>
<td>14</td>
<td>-</td>
<td>-</td>
<td>14</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blue</td>
<td>20</td>
<td>16</td>
<td>2</td>
<td>2</td>
<td>15</td>
<td>-</td>
<td>-</td>
<td>15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>60</strong></td>
<td><strong>50</strong></td>
<td><strong>2</strong></td>
<td><strong>2</strong></td>
<td><strong>20</strong></td>
<td><strong>52</strong></td>
<td>-</td>
<td>-</td>
<td><strong>16</strong></td>
<td><strong>68</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Admits: 0  
Discharges: 1  
Transfer in: 0  
Transfer out: 0

BUDGETED FTE % 81%

BUDGETED FTE % 83%
### Trailblazer Goal

<table>
<thead>
<tr>
<th>Trailblazer</th>
<th>Cap</th>
<th>CPP</th>
<th>SPED</th>
<th>CPP</th>
<th>sped</th>
<th>Class total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td>15</td>
<td>11</td>
<td>2</td>
<td>13</td>
<td>2</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>PM</td>
<td>15</td>
<td>10</td>
<td>1</td>
<td>14</td>
<td>-</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>30</td>
<td>21</td>
<td>3</td>
<td>27</td>
<td>2</td>
<td>29</td>
<td></td>
</tr>
</tbody>
</table>

| AM | 15 | 11 | 2 | 13 | 2 | 15 |
| PM | 15 | 10 | 1 | 14 | - | 14 |
| TOTAL | 30 | 21 | 3 | 27 | 2 | 29 |

Admits 0
Discharges 0
Transfer in 0
Transfer out 0

---

### School-year Goal

<table>
<thead>
<tr>
<th>School-Age</th>
<th>Cap</th>
<th>B/A</th>
<th># B/A</th>
<th>B or A</th>
<th>Class total</th>
<th>%</th>
<th>#CPP</th>
<th>#EHS</th>
<th>#HS</th>
</tr>
</thead>
<tbody>
<tr>
<td>DN</td>
<td>60</td>
<td>29</td>
<td>9</td>
<td>26</td>
<td>35</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DTD Sand Creek</td>
<td>50</td>
<td>33</td>
<td>20</td>
<td>6</td>
<td>26</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>110</td>
<td>62</td>
<td>29</td>
<td>32</td>
<td>61</td>
<td>55%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Admits 0
Discharges 0
Transfer in 0
Transfer out 0

---

SC BUDGETED FTE % 65%
DN BUDGETED FTE % 49%
SC ACTUAL FTE % 52%
DN ACTUAL FTE % 58%
## Early Connections Learning Centers
### 2015 Monitoring Report

<table>
<thead>
<tr>
<th>Sustainability</th>
<th>Actual</th>
<th>Target</th>
<th>Status</th>
<th>Year-to-Date:</th>
<th>Actual</th>
<th>Target</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Enrollment</strong></td>
<td>83%</td>
<td>78%</td>
<td>106%</td>
<td>78%</td>
<td>78%</td>
<td>78%</td>
<td>100%</td>
</tr>
<tr>
<td><strong>Attendance</strong></td>
<td>100%</td>
<td>0%</td>
<td>0%</td>
<td>100%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td>$277,032</td>
<td>$266,308</td>
<td>104%</td>
<td>$1,236,659</td>
<td>$1,342,841</td>
<td>92%</td>
<td></td>
</tr>
<tr>
<td><strong>Individuals</strong></td>
<td>$23,255</td>
<td>$15,000</td>
<td>155%</td>
<td>$38,665</td>
<td>$35,000</td>
<td>110%</td>
<td></td>
</tr>
<tr>
<td><strong>Grants</strong></td>
<td>$2,500</td>
<td>$10,000</td>
<td>25%</td>
<td>$237,241</td>
<td>$298,381</td>
<td>80%</td>
<td></td>
</tr>
<tr>
<td><strong>Events</strong></td>
<td>$0</td>
<td>$0</td>
<td>100%</td>
<td>$1,500</td>
<td>$500</td>
<td>300%</td>
<td></td>
</tr>
<tr>
<td><strong>Government (CACFP)</strong></td>
<td>$16,781</td>
<td>$16,386</td>
<td>102%</td>
<td>$55,492</td>
<td>$68,355</td>
<td>81%</td>
<td></td>
</tr>
<tr>
<td><strong>Program Fees</strong></td>
<td>$128,087</td>
<td>$117,600</td>
<td>109%</td>
<td>$481,999</td>
<td>$503,802</td>
<td>96%</td>
<td></td>
</tr>
<tr>
<td><strong>Partnerships</strong></td>
<td>$103,469</td>
<td>$107,322</td>
<td>96%</td>
<td>$407,177</td>
<td>$429,178</td>
<td>95%</td>
<td></td>
</tr>
<tr>
<td><strong>Foundation</strong></td>
<td>$0</td>
<td>$151,201</td>
<td>100%</td>
<td>$0</td>
<td>$151,201</td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td><strong>Net Income</strong></td>
<td>($53,611)</td>
<td>($76,618)</td>
<td>146%</td>
<td>$7,149</td>
<td>($18,973)</td>
<td>152%</td>
<td></td>
</tr>
</tbody>
</table>

### Facilities

<table>
<thead>
<tr>
<th>Capital Reserve Fund</th>
<th>$4,650</th>
<th>$25,000</th>
<th>19%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Utilities Savings</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Depth of Quality

<table>
<thead>
<tr>
<th>NAEYC Re-Accreditation</th>
<th>In Process</th>
<th>Yes</th>
<th>On Track</th>
</tr>
</thead>
<tbody>
<tr>
<td>Child Outcomes</td>
<td>89%</td>
<td>90%</td>
<td>99%</td>
</tr>
</tbody>
</table>

### Staff Recruitment & Retention

<table>
<thead>
<tr>
<th>Staff Retention</th>
<th>Actual</th>
<th>Target</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Terminations</td>
<td>0</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Resignations</td>
<td>6</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>New Hires</td>
<td>2</td>
<td>12</td>
<td></td>
</tr>
</tbody>
</table>

### Legend

- **Green**: Target is at or above budget year-to-date. No foreseen issues are anticipated in the future.
- **Yellow**: Target is within 5% of budget year-to-date. Issues may prevent achieving the target.
- **Red**: Target is more than 5% off track year-to-date. Achievement of target is unlikely by year end.
Additional Strategies: Increase Word of Mouth Buzz

- Provide incentives for teachers and parents who refer families
  - Example: SCCS provides a $100 bonus to each teacher that refers a family who enrolls a child
- Seek referrals from partners, community network, licensing
  - Churches and synagogues are often trusted messengers - are they familiar with your center?
- Make sure your care is the highest quality
  - People share positive & negative information; make sure the buzz about your program is positive
Build Relationships with Families

• Plan for an impactful center tour; this is where the relationship begins *(see Tour Template example)*

• Provide immediate follow up -- when a parent inquires about your center & after the tour

• Find ways to build trust; this is particularly important for low-income families
  • Building trust takes time. As families see you follow through in your commitment to work with them and serve them, you will build trust.
Offer Family Supports

• If you provide comprehensive services, make sure families know what’s available
  • Make sure your center website includes information on any additional services
  • Include a drop down menu of options (highlighting services in each center) on the Alliance marketing page

• Help parents with paperwork, such as child care subsidy reauthorization or other forms & applications
  • This could be part of the Enrollment Coordinator’s job
Build Relationships with Families

Tour Guide
Program Address: Nashville, TN 37209
615-xxxx-xxxx, www.puremilk.org, 7:00 a.m. - 5:30 p.m.

Preparation
- Remind teachers about the tour.
- Tidy the space:
  - Chairs for the parent and child
  - Toys and books
  - Gather pen, paper, and informational materials.

Introduction
- Great parents with a SMILE.
- Great child on his or her level.
- Welcome them to the center.
- Handshake—Remember cultural differences.
- Introduce yourself and anyone in the space.
- Sit down with parents and listen closely. Focus on the parents’ areas of interest.
- Conduct a mini interview:
  - What do you hope to gain from this tour?
  - What are you looking for in a child care center?
- Discuss programs, schedule, hours, etc.

Classroom
- Goal setting
- Curriculum
- Teacher: Student Ratio
- Teacher qualifications
- Schedule
- Leave time for the parent and child to explore classroom together

Library
- Library
- Language
- Literacy

Playground
- Blackboard
- Safety
- Other features

Safety
- Always locked / Code or buzz for entry
- Sign-in / Sign-out procedures
- Emergency drills
- CPR and First Aid certifications

Family Involvement
- Workshops
- Gatherings/Events
- Communications
- Calendar
- Parent (Family) Teacher Conferences

Unique Features
- Diverse, multicultural population
- Family oriented
- Expertise in behavior issues
- NAYEC
- Very low staff turnover

Closing
- End where you started.
- Explain fees, enrollment process, etc. Give parents all relevant information.
- Ask for additional questions.
- Offer brochures, business cards, applications, etc.
- Leave contact information for parents to follow up with additional questions.

Nashville
Tour
Template
Example
Understand Customer Experience

• How do parents find out about your center?
  • When parents call to inquire or take a tour, ask them how they learned about your center

• Consider getting “shopper feedback”
  • Conduct a survey of current a prospective parents (via email survey monkey or phone); ask if they felt welcomed at the center; what they thought about the center’s appearance; etc.
Understand Customer Experience

Family Satisfaction Survey Questions:

**Communication**
- The program proactively communicates with me on a regular basis.
- The program does a good job returning my calls, emails, and notes promptly.
- The staff is helpful with answering questions.
- I receive formal written reports about my child’s developmental progress at the program.
- I receive program newsletters that are informative and helpful.

**Teacher**
- My child’s teacher regularly communicates with me about my child.
- I have a good relationship with my child’s teacher.
- I am pleased with the amount and type of communications I have with my child’s teacher.
- I feel confident my child’s teacher takes good care of my child.
- My child’s teacher helps my child grow and develop in a nurturing and supportive environment.

**Teacher/Family Conferences**
- Parent/Teacher conferences help me understand how my child is progressing.
- Parent/Teacher conferences give me ideas to implement at home.
- I feel at ease at parent/teacher conferences.
- I feel my child’s teacher really listens to me at parent/teacher conferences.
- Parent Teacher conferences are a positive experience.
Understand Customer Experience

Family Satisfaction Survey Questions:
Facilities/Operations/Food
- The facility is clean.
- The facility has more than enough age-appropriate learning toys and books.
- The hours of the program are convenient.
- The outdoor play area(s) are safe and inviting to children.
- The meals prepared for my child are healthy.
- Meals respect my child’s special dietary restrictions or needs. (Answer only if applicable.)

Family Relations
- When I first signed up, the Family Handbook was carefully explained to me to make sure I was aware of and understood the program policies.
- The staff did a good job giving me a tour of the facility so I could see where my child would learn, play and be cared for and what I should do for proper drop-off and pick-up.
- I feel that program policies are clear, sensible, and consistently applied.
- I have many opportunities to participate in the program such as volunteering in the classroom, on field trips, fundraising, etc.
- The program offers opportunities to learn and improve parenting and other child related skills.
- I feel that my child’s program encourages the involvement of families.
Understand Customer Experience

Family Satisfaction Survey Questions: Other
The age of my child in the program is:
   - Under 1 year
   - 1 - 2 years
   - 3-4 years
   - 5 years or older

My family is new to the center this year:
   - Yes
   - No

Here are other suggestions for improvement or comments I would like to share:

I would like the director to please give me a call about my responses in this survey. In order to do so, I understand I must identify myself.
   - Name: ____________________________________
   - Phone Number: _____________________________
   - Email: _____________________________________

Thank you for completing this survey. Your thoughts and ideas help us fulfill our commitment to being the best we can be.
Utilize Website and Social Media

**Website** – Make sure you have a comprehensive and inviting website for the Alliance (and each site, if desired) that includes:

- Up-to-date information on what age children you serve, how many classrooms you have, your curriculum, etc.
- Information on current vacancies or wait list. Ideally, this information should be by age of child (e.g. openings for 4 yr olds; wait list for babies.)
- Ability for to families to download and complete application on line, for enrollment or wait list *(see example websites)*
- Priority (your name pops up first) when a family searches for child care – this is called search engine optimization

**Social Media**

- Create a social medial ad campaign; use FaceBook to link ads to promote the centralized enrollment URL to likely prospects
- Consider developing a social media package *(see example)*
Website and Social Media Examples

Excerpts from Nashville’s Social Media Package:

Facebook Postings:
Regular postings as a “mommy blog”, highlighting of our childcare providers on a regular basis, advertising for our Sub Service
- [https://www.facebook.com/ChildcareNashville/](https://www.facebook.com/ChildcareNashville/)

Nashville Parent Magazine digital ads:

Re-tweet and cross company opportunities:
- [https://www.cfmt.org/community-leadership/community-initiative/childcarenashville-2/](https://www.cfmt.org/community-leadership/community-initiative/childcarenashville-2/)
Website and Social Media Examples

Examples of Websites to Boost Enrollment:

• Sheltering Arms
  https://www.shelteringarmsforkids.com/prospective-parents

• Kidango https://www.kidango.org/howtoenroll/online-enrollment/

• WonderSchool

• Childcare Tennessee https://childcarenashville.com/

• Early Connections Learning Center
  https://www.earlyconnections.org/about-us/application-process/

• Chambliss Center for Children
  https://www.chamblisscenter.org/extended-childcare
Make Sure Folks Know Who (and Where) You Are: Signage Opportunities

- Create visible and inviting street signage
- Print tee-shirts for the children and staff when on field trips or public events
- Print information cards for teachers and parents to share with prospective families
- Refrigerator magnets can create a lasting reminder of your center or Alliance
Complementary Strategies

• Information in appropriate languages – If English is not the primary language of your target market, make sure information about your center is available in appropriate languages.

• Market analysis
  • Competitors – Who else is providing child care in your area? What ages do they serve? Are they full? What differentiates you from them?
  • Economic conditions – can families afford your service without subsidy? Are you located in an area where young families no longer live or work? Is either of these situations likely to change in the near future (e.g. upcoming baby booms and busts)?
Sample Internet Advertisement

ChildcareNashville.com advertising

Searching for childcare just got easier.

ChildcareNashville.com takes the guesswork out of finding quality care for your child. Access useful information from a wide variety of childcare programs. Find the best fit for your family.

Our easy-to-use interface allows you to:
- Access by mobile, tablet or computer
- Search by address, age of your child, hours, or days needed
- View childcare center profiles
- Quickly connect to an enrollment coordinator
- Directly schedule a tour of a center

Why wait? Find childcare now at ChildcareNashville.com

An initiative of The Community Foundation of Middle Tennessee
Sample Social Media Ad

Twitter examples from The Community Foundation of Middle Tennessee

Community Foundation @CFMT · 10 Jul 2013
Awesome post from #ChildcareNashville we had to share! A kudos to @mcmillencenter's staff cooking for kids >> bit.ly/mN9w

Community Foundation @CFMT · 18 Dec 2013
Our goal is to ensure quality child care programs for the children and families we serve. *#ChildcareNashville* bit.ly/1gBvHF8

Community Foundation @CFMT · 15 Jul 2013
Salute to Excellence nonprofit finalists announced! CFMT's #ChildcareNashville & @NowPlayingNash selected! Congrats! bit.ly/mZ5RF

Community Foundation @CFMT · 6 Jun 2013
Know about #ChildcareNashville? It's about improving quality, accessibility & sustainability of child care in MidTN: ht.ly/1w1eX

Community Foundation @CFMT · 17 Sep 2013
Thanks @2HarvestMidTN for hosting a great #CooksAcademy w/our #ChildcareNashville - supporting #healthy food for kids! goo.gl/K8Qc8s

Jobs Nashville @JobsNashville1 · Mar 17
Substitute Teacher, Preschool - ChildcareTennessee - Nashville, TN
dvr.ttv/7NfbcMD

Metro Nashville and 19 others follow

NowPlayingNashville @NowPlayingNash · 20 May 2013
Familiar with @CFMT's newest initiative #ChildcareNashville? For providers, job seekers, & parents. On Facebook too! ow.ly/ldu2e
Sample Palm Card

Childcare Nashville
Handout

SEARCHING FOR CHILD CARE CAN BE DIFFICULT.

ChildcareNashville.com puts the information you need at your fingertips, helping you find the best fit for your family. Search for preschools & parents day out on one website!

- Accessible by mobile, tablet or computer
- Search by zip code, age of your child or keyword
- Easy map features
- View child care center profiles
- Connect easily to enrollment coordinator
- Schedule a Tour

QUESTIONS?
Contact Gina Tek at 615-321-4939, gtek@cfmt.org

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Expanding Alliance Participation: Website Examples

The Alliance will also want to make its presence known to funders, other potential members and the broader ECE Community. Examples of Websites focused on this purpose:

- San Francisco Early Learning Alliance  http://www.sfela.org/
- Colorado Early Learning Ventures  http://earlylearningventures.org/
- New Hampshire State Early Learning Alliance  http://www.uwgs.org/sela/
- Georgia Alliance for Quality Child Care  https://www.qualitycareforchildren.org/georgia-alliance/