Data Changes Everything: Using Business Metrics to Reinvent the ECE Sector

Panel Discussion moderated by Louise Stoney, with:

- Chris Bennett, Co-Founder, Wonderschool
- Jessica Phillips, President and CEO, CA Human Services, Richmond Area Shared Services Alliance Hub
- Debbie Lickey, Director, St. James Children’s Center, Richmond Area Shared Services Alliance Member

The Iron Triangle of ECE Finance

- Ensure full enrollment, every day in every classroom
- Collect tuition and fees, in full and on time
- Revenue covers per child cost (tuition, fees, and 3rd-party funding)
Goal 1:
Reduction of administrative personnel expenses to no more than 20% of all personnel expenses and reallocate this to direct personnel expenses.

Personnel Expenses
January 2018
Goal 2:
Alignment of staffing to enrollment with no classroom below 85% enrollment of staffed capacity.

Goal 3:
At least 80% of the cost of care is covered by fee for services (e.g. parent pay, 3rd Party payment).
Data helped us formulate questions

Site 1
- Enrolled: 29%
- Available Space: 71%

Site 2
- Enrolled: 7%
- Available Space: 93%

Data Helped Us Stay on Track

Staffed Capacity
February 2019

- Caterpillars: 100%
- Grasshoppers: 86%
- Crickets: 93%
- Butterflies: 71%
Data helped us dig deeper for answers....

Data helped us formulate better solutions....