



DECAL THRIVING CHILD CARE BUSINESS ACADEMY YEAR 2 CIVITAS SMALL STUDY GROUP SUMMARIES

NEW CIVITAS SMALL STUDY GROUP TRACKS

Navigating the CAPS-QR Policy Changes – This training is recommended for CAPS providers and Quality Rated providers who offer CAPS scholarships. It is a follow-up to the CAPS Webinars 1-3 held in July and August that discussed important new policy changes. It is designed to provide guidance and support to child care businesses that offer CAPS scholarships or are Quality Rated as those program payments undergo several changes beginning October 1, 2024. You'll learn how these changes will affect your child care business, what strategies exist to support navigating this transition, and what next steps you can take to build your resilience. Training covers new Payment Estimate Calculator designed to help with business financial planning.

Utilizing Technology - This comprehensive program will cover essential topics such as record-keeping apps, Google Suite applications, Canva, and more. Each session will include a meticulously crafted curriculum, slide decks, and workbooks, offering step-by-step guidance on utilizing key applications and software effectively.

Assessing Your Business - A common issue we are seeing among child care businesses is the need to be strategically thinking ahead and working toward continuous improvement to easily adapt to a changing landscape. This track focuses on strategic planning, conducting a business health assessment, and establishing regular practices to ensure the child care business's resilience and sustainability.

Financial Planning - A core issue among child care businesses is the dire need for a solid financial plan. Not only does this require an in-depth understanding of the business's financial health, but it also necessitates the identification of short- and long-term financial goals. This track digs deeper into how to stabilize cash flow, eliminate debt, build emergency reserves, and then enable investing in long-term growth and wealth accumulation. The focus of this series is to help individuals and businesses achieve financial security and work towards major goals like retirement or business expansion, critical for family child care and small business owners.

Tax Preparation Strategies - Child care businesses operating in a chronically underfunded industry have a deep need to maximize their compensation to squeeze every dollar they can out of the system. Tax strategies offer an impactful way for child care businesses to ensure they are retaining as much of their hard-earned compensation as possible. Through these small group sessions, providers examine their last year's tax return to better understand the implications for their business. They will also explore ways to mitigate their tax burden in the current year and ways to prepare for the upcoming year. Lastly, providers will receive tools to help them self-prepare their taxes using online software or advocate for their business with a tax preparer.

Building a Strong Work Culture - Through the child care business study, building and sustaining a strong work culture emerges as a critical component to a child care business's success. Successful businesses are finding low- and no-cost methods of retaining quality staff – and a key to this approach has been building a positive work culture for their employees. This track will define key ingredients in cultivating a strong work culture, explore practices to integrate as a child care business leader, and strategies for navigating challenging situations, resulting in a responsive, respectful workplace for all.

EXISTING CIVITAS SMALL STUDY GROUP TRACKS

Financial Foundations - Covering essential skills for child care providers to build a financially sustainable business. This track includes sessions on budgeting and bookkeeping, record-keeping and automation, cash flow management, and rate

setting. Each session combines practical learning with pre-work to help participants effectively manage their business finances.

Recruiting & Retaining Staff - Helps child care providers tackle workforce challenges by improving hiring and retention strategies. The sessions cover creating effective job announcements, conducting active searches and resume screenings, mastering interviewing and onboarding processes, and implementing retention strategies through benefits and employee engagement. Each session includes practical tools and pre-work to help providers attract and retain quality staff.

Mitigating Risk - Helps child care providers understand and manage potential risks to ensure business stability and success. The sessions cover developing essential policies and procedures, preparing for unforeseen circumstances, mitigating financial risks, and building a professional support team. Each session is designed with practical pre-work to equip providers with the knowledge and tools to safeguard their businesses against various risks.

Sales & Marketing – Covers key strategies for promoting and growing a child care business. It focused on topics like understanding the "Bull's Eye" approach to sales, creating an effective marketing plan, utilizing online tools like websites and social media, and managing enrollment. The group emphasized the importance of prioritizing current customers, leveraging referrals, and implementing ongoing marketing efforts to sustain and expand the child care business.

Revenue Streams & Growth – Learn about strategies for building business resiliency and expanding child care businesses. Topics included creating effective business plans, conducting SWOT analyses, identifying new revenue streams, decreasing costs, understanding different business structures, and exploring funding options for growth. The sessions aimed to help child care providers assess their current business state, implement practical steps to increase revenue and reduce expenses, and make informed decisions about expansion and financing.