



DECAL Thriving Child Care Business Academy

COMMUNICATIONS TOOLKIT

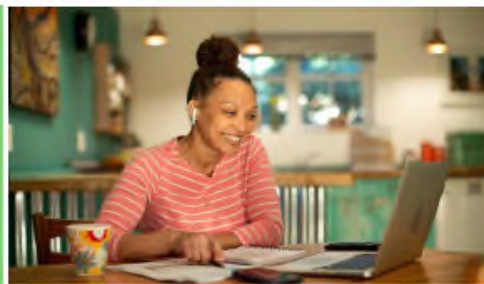
ONE-PAGE FLYER



DECAL Thriving Child Care Business Academy

Introducing the Thriving Child Care Business Academy

DECAL has created an online platform of free training and resources to give owners and administrators the knowledge and tools to enhance their financial management skills with the goal of making their centers and family homes thriving child care businesses.



FREE!

Business Training & Resources to Meet the Needs of Child Care Providers

Live Webinars, Small Study Groups, Individual Coaching, and Self-Study Guides on many business-related subjects, including:

- *finances, budgets, and tax planning*
- *organizational leadership*
- *staff recruitment and retention*
- *marketing*

Participants will earn state-approved training hours & stipends for successfully completing live training*

**Stipends Offered for Small Study Group Series Only*

To Find Out More & To Register for Training
Visit <https://www.decal.ga.gov/Thriving>

PROGRAM OVERVIEW



DECAL Thriving Child Care Business Academy

OVERVIEW

The DECAL Thriving Child Care Business Academy is an online platform of free training and resources to give owners and administrators the knowledge and tools to enhance their financial management skills with the goal of making their centers and family homes thriving child care businesses.

The Academy's training, modules, and resources have been developed by Civitas Strategies, a national management consultancy, the University of Georgia Small Business Development Center at Valdosta State University (UGA SBDC), and the National Center on Early Childhood Quality Assurance (NCECQA). Funding for the Academy's training and resources content is provided by the American Rescue Plan Act (ARPA) and the Child Care and Development Fund (CCDF).

DIRECT PROVIDER SUPPORTS & RESOURCES

Virtual Training

Providers will be able to choose live, large-group virtual training covering the basics of financial planning and management; recruiting and retaining staff; marketing; and leadership. The sessions will be facilitated by approved trainers from Civitas and UGA SBDC and will be funded through ARPA. The content and scheduling of the live sessions from Civitas and UGA SBDC will be aligned and sequenced coherently. The Academy will also include training modules on Strengthening Business Practices developed by NCECQA, facilitated by approved trainers from DECAL and Georgia Child Care Resource & Referral agencies (CCR&Rs), and funded through CCDF. Participants who successfully complete the live training can earn state-approved training hours. The large-group training will be recorded and posted online, but no training hours will be given for viewing recorded sessions.

Civitas Strategies

The training sessions from Civitas will be one (1) hour long, offered in English and Spanish simultaneously, and will be recorded and posted online. No training hours will be given for viewing recorded sessions.

UGA SBDC

The training sessions from UGA SBDC will be two (2) hours long and offered in English only. They will be recorded and posted online. No training hours will be given for viewing recorded sessions.

NCECQA

The training on Strengthening Business Practices developed by NCECQA consists of four (4), three (3)-hour modules offered in English only. The trainings are also available in a version tailored to family home providers.

Small Study Groups

Small groups of up to 10 providers can take deep dives into selected business topics using study books. Each group will meet for a series of four (4), one (1)-hour live sessions conducted virtually and spread over eight (8) weeks. Classes will be led by approved trainers from Civitas. Participants who successfully complete a full study group series can earn state-approved training hours and a stipend.

Individual Coaching

Participants will receive one-on-one detailed technical assistance tailored to their needs from Civitas coaches. Typically, these are one-time sessions lasting up to 30 minutes. Civitas will set schedules in consultation with each provider. No training hours will be given for individual coaching.

Resource Library

For use before, during, and after the virtual training sessions, the library of print and video self-study guides on 50+ business topics in English and Spanish. No training hours will be given for viewing self-study guides.

Thriving Child Care Business Academy Overview-2

ASSESSMENT & EVALUATION

Needs Assessments & Intake Data

At the beginning of the project, Civitas will conduct a needs assessment using focus groups and individual interviews with a sample of providers to select the live, virtual large-group training topics. Civitas will also collect and analyze intake data from providers interested in participating in the study groups and receiving individual coaching to align the content to their needs and knowledge levels.

Project Evaluation

Toward the end of the Academy's first year, Civitas will interview a sample of providers who have participated in the different tiers of training offered by the Academy. These interviews, along with feedback from the needs assessment, intake data collection, and periodic surveys will help Civitas evaluate the provider experience. The information will also serve as the basis for individual provider profiles included in the evaluation report.

PARTNERS

Civitas Strategies

Civitas Strategies is a national management consultancy founded in 2009. The firm's mission is to provide high-value support to help organizations become more efficient, effective, and sustainable. Twenty-four (24) of the Thriving Child Care Business Academy's large-group virtual trainings have been developed and will be facilitated by members of the Civitas team. The firm developed the Academy's entire small group study series and the business coaching sessions, which its team will also deliver. Civitas also created the self-study guides and videos in the Academy's Resource Library.

University of Georgia Small Business Development Center at Valdosta State University

The University of Georgia Small Business Development Center (UGA SBDC) provides tools, training, and resources to help small businesses in Georgia grow and succeed. Its goal is to enhance the economic well-being of Georgians by providing a wide range of educational services for small business owners and aspiring entrepreneurs. UGA SBDC developed four (4) of the Academy's large-group virtual trainings. The classes will be facilitated by Alyssa Foskey, area director at UGA SBDC's Valdosta State location.

National Center on Early Childhood Quality Assurance

The National Center on Early Childhood Quality Assurance (NCECQA) supports state and community leaders and their partners in the planning and implementation of rigorous approaches to quality in all early care and education settings for children from birth to school age. NCECQA developed the Strengthening Business Practices training that will be facilitated by approved trainers from DECAL and the CCR&Rs.

For details on Academy Resources, Trainings, Schedules, and Registration, please visit <https://www.dec.al.ga.gov/Thriving>.



DECAL Thriving Child Care Business Academy

FREQUENTLY ASKED QUESTIONS

WHAT IS THE THRIVING CHILD CARE BUSINESS ACADEMY?

The DECAL Thriving Child Care Business Academy is an online platform of free training and resources to give owners and administrators the knowledge and tools to enhance their financial management skills with the goal of making their centers and family homes thriving child care businesses.

WHY IS DECAL OFFERING THIS TO CHILD CARE PROVIDERS?

DECAL believes that a stable early care and education industry made up of thriving child care businesses is important to the state's economic growth and to preparing young learners for academic success.

HOW WILL THE CLASSES HELP ME?

Through the Thriving Child Care Business Academy, owners and administrators receive training in best business management practices, much like the training they receive in best early childhood education practices. Participants can also earn state-approved training hours and stipends for completing some of the training.

WHAT KIND OF TRAINING WILL BE OFFERED?

Providers will be able to choose live, large-group virtual training covering the basics of financial planning and management; recruiting and retaining staff; marketing; and leadership. The Academy will also offer large-group Strengthening Business Practices training. Additionally, small groups of up to 10 providers can take deep dives into selected business topics using study books. Participants can also receive one-on-one coaching tailored to their specific areas of need.

WHO'S PROVIDING THE GROUP TRAINING AND INDIVIDUAL COACHING?

The training and materials offered through the Academy have been developed by Civitas Strategies, a national management consultancy, the University of Georgia Small Business Development Center at Valdosta State University (UGA SBDC), and the National Center on Early Childhood Quality Assurance (NCECQA). The training and coaching will be facilitated by approved trainers from Civitas, UGA SBDC, DECAL, and Georgia Child Care Resource & Referral agencies.

I AM RECEIVING COACHING FROM QCC WORKS. CAN I ALSO TAKE TRAINING OR COACHING THROUGH THE ACADEMY?

Yes, you can. Anyone with a GaPDS account can register for the Academy training, study groups, and coaching—although access to the study groups and coaching is limited to administrators and owners of licensed child care programs or licensed family child care providers. By the same token, providers who are comfortable receiving training or coaching from QCC Works are free to continue working with them if that's their preference. DECAL considers the Academy and QCC Works as complementary programs offering business supports for Georgia early care and learning providers. So, there's no need for providers to feel the need to choose between the Academy and QCC Works training and coaching.

IS THERE A FEE TO TAKE THE CLASSES OR USE THE RESOURCES?

No. All Academy training classes and coaching sessions, as well as materials in the Resource Library, are free.

CAN CHILD CARE TEACHERS TAKE ACADEMY CLASSES?

Anyone with a GaPDS account can register for the training modules and webinars. However, access to the study groups and coaching is limited to administrators and owners of licensed child care programs or licensed family child care providers.

Thriving Child Care Business Academy FAQs-2

CAN COLLEGE STUDENTS TAKE ACADEMY CLASSES?

Anyone with a GaPDS account can register for the training modules and webinars. However, access to the study groups and coaching is limited to administrators and owners of licensed child care programs or licensed family child care providers.

WHAT'S THE TIME COMMITMENT FOR THE TRAINING?

Large-Group Training

The 24 live virtual training sessions from Civitas will be one (1) hour long, offered in English and Spanish simultaneously. The four (4) virtual training sessions from UGA SBDC will be two (2) hours long and offered in English only. The content and scheduling of the live sessions from Civitas and UGA SBDC will be aligned and sequenced coherently. The Strengthening Business Practices training developed by NCECQA consists of four (4), live, three (3)-hour modules offered virtually in English only.

Small Study Groups

Each small study group will meet for a series of four (4), one (1)-hour live sessions conducted virtually and spread over eight (8) weeks.

Individual Coaching

Typically, these are one-time sessions lasting up to 30 minutes. Civitas will set schedules in consultation with each provider.

HOW DO PARTICIPANTS EARN STATE-APPROVED TRAINING HOURS?

All training will be delivered virtually. The live large-group training sessions will be recorded and posted online for later viewing. However, only participants who successfully complete the live, large-group classes or a full small study group series will be eligible to earn training hours. **No credit hours will be given for completing recorded training sessions.**

HOW DO PARTICIPANTS EARN A STIPEND? HOW MUCH WILL THEY GET?

Participants who successfully complete a full small study group series can earn a \$300 stipend.

WHEN DOES THE TRAINING START?

The large-group training will begin in late September 2023. Small study groups and individual coaching will begin later in fall of 2023. Visit the Schedules and Registration section of the Academy website or search [GaPDS](#) to see schedules for specific training.

WHERE CAN I FIND THE LIST OF TRAININGS AND REGISTRATION DETAILS?

Click on the Schedules & Registration box on the Thriving Child Care Business Academy home page. You'll be taken to a page showing all trainings, dates, and registration instructions.

WHERE CAN I GET MORE INFORMATION AND HELP FIGURING OUT WHAT TRAINING I NEED?

Review the Getting Started document posted in the About section on the Academy website for quick help choosing a class or resource. You can also consult the Academy Handbook, posted in the Trainings section, for more detailed information and assistance deciding what's best for you.

I'M READY TO START! WHAT SHOULD I DO?

Review the Getting Started document posted in the About section on the Academy website for quick help choosing a class or resource. You can also consult the Academy Handbook, also posted in the About section, for more detailed information and assistance deciding what's best for you. Then, click on the Schedules & Registration box on the Thriving Child Care Business Academy home page. You'll be taken to a page showing all trainings and dates, and registration instructions.

For details on Academy Resources, Trainings, Schedules, and Registration, please visit <https://www.dec.al.ga.gov/Thriving>.

SOCIAL MEDIA POSTS

Sample SM Post #1:

**Free Online Training *and* Tools
to Help Child Care Providers
Strengthen *their* Business Practices**



**DECAL
Thriving Child Care
Business Academy**

COMING IN SEPTEMBER!

For details visit
<https://www.decal.ga.gov/Thriving>

CAPTION: The NEW #DECALThrivingBusinessAcademy has free online business training and resources for child care owners. Training hours available! For details and registration info visit <https://www.decal.ga.gov/Thriving>.

Sample SM Post #2

Free Training!!

BEST MANAGEMENT PRACTICES FOR CHILD CARE BUSINESSES

- *Live Webinars*
- *Online Small Study Groups*
- *Virtual 1-on-1 Coaching*



DECAL
Thriving Child Care
Business Academy

Visit
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for details and registration information

CAPTION: The #DECALThrivingBusinessAcademy has free online business training and resources to support child care owners. Training hours available! For details and registration info visit <https://www.decal.ga.gov/Thriving>

FREE!! LIVE!! ONLINE!!

BUSINESS TRAINING & RESOURCES FOR CHILD CARE PROVIDERS

Webinars | Small Study Groups | 1-on-1 Coaching

- **finances, budgets, and tax planning**
- **organizational leadership**
- **staff recruitment and retention**
- **marketing**



**DECAL
Thriving Child Care
Business Academy**

Visit

<https://www.decal.ga.gov/Thriving>
for details and registration information

CAPTION: The NEW #DECALThrivingBusinessAcademy has free online business training and resources to help providers build skills. Training hours available! For details and registration info visit <https://www.decal.ga.gov/Thriving>.

**Free Online Training *and* Tools
to Help Child Care Providers
Strengthen *their* Business Practices**



**DECAL
Thriving Child Care
Business Academy**

COMING THIS MONTH!!

Listen to Our Podcast for Details

<https://decaldownload.buzzsprout.com/211637>

CAPTION: The NEW #DECALThrivingBusinessAcademy has free online business training and resources to help providers build skills. Training hours available! For details and registration info visit <https://www.dec.ga.gov/Thriving>.

On the next ...

DECAL Download

New Episodes Every Wednesday!

This Week's Topic:
Thriving Child Care Business Academy



Sonja Steptoe
Communications and Outreach Manager,
Quality Innovations and Partnerships

Laura Reid
Relationship-Based Professional Learning Manager



Georgia Dept of Early Care and Learning
BRIGHT FROM THE START

A stable early care and education industry consisting of thriving child care businesses is important to families, other businesses, and the state's economic growth. This industry continually prepares our young learners for academic and future success. A new program called the Thriving Child Care Business Academy is designed to help owners and administrators of early learning programs learn best business management practices, much like the training they receive in best early childhood education practices on other platforms.

This is another way that we hope to help the child care industry in Georgia navigate through some difficult times. Joining us to talk about the Thriving Child Care Business Academy is Quality Innovations and Partnerships Communications and Outreach Manager Sonja Steptoe and Relationship-Based Professional Learning manager Laura Reid.

<https://decaldownload.buzzsprout.com/211637>

TEXT AND SOCIAL MEDIA MESSAGES

1. **HOT NEWS!** DECAL is launching the Thriving Child Care Business Academy. It's an online platform of **free training and resources** to give providers like you the knowledge and tools to enhance your financial management skills and make your center or family home a thriving child care business. **Some training qualifies for state-approved hours and stipends!** Learn more and register for training at <https://www.decal.ga.gov/Thriving> .
2. Are you a child care provider who wants an overview of basic business concepts and who is willing to invest one morning or afternoon to get training? The **free Strengthening Business Practices Modules** offered in the DECAL Thriving Child Care Business Academy are ideal for you. **State-approved training hours are available!** Learn more and register for training at <https://www.decal.ga.gov/Thriving>.
3. Are you a child care provider who wants an overview of basic business concepts and who is willing to invest a couple of hours for training on a specific topic? The **free webinars** offered by University of Georgia Small Business Development Center (UGA SBDC) in the DECAL Thriving Child Care Business Academy are ideal for you. **State-approved training hours are available!** Learn more and register at <https://www.decal.ga.gov/Thriving>.
4. Are you a child care provider with a basic understanding of business concepts with one hour to learn more? The **free webinars** offered by Civitas Strategies in the DECAL Thriving Child Care Business Academy are ideal for you. **State-approved training hours are available!** Learn more and register at <https://www.decal.ga.gov/Thriving>.
5. Are you a child care provider who understands the basics of business management who wants more in-depth study with an expert and who is willing to invest about six hours over two months for training? The **free Small Study Groups** offered in the DECAL Thriving Child Care Business Academy are ideal for you. **State-approved training hours and stipends are available!** Learn more and register at <https://www.decal.ga.gov/Thriving>.
6. Are you a child care provider who understands the basics of business management and wants some 1-on-1 intensive coaching on a specific topic? The **free Individual Coaching** offered by Civitas Strategies in the DECAL Thriving Child Care Business Academy is ideal for you. Learn more and register for training at <https://www.decal.ga.gov/Thriving>.
7. Are you a child care provider who wants to enhance your business knowledge, but who likes to move through topics at your own pace and schedule? The **free bilingual Self-Study Guides and Video Tutorials** offered in the DECAL Thriving Child Care Business Academy are ideal for you. Check out the Self-Study Guide Library at <https://www.decal.ga.gov/Thriving>.

Announcing the Thriving Child Care Business Academy

DECAL has created the Thriving Child Care Business Academy for child care business owners and administrators. The Academy will offer free basic and in-depth training—all online—to help providers improve their business skills and become financially stable. State-approved training hours and stipends are available to providers who complete some of the live trainings.

Participants will be able to choose from a wide variety of topics including planning and budgeting, financial accounting and tax preparation, organizational leadership, staff recruitment and retention, enrollment management, and marketing. Typically, they will enroll first in large group one- or two-hour trainings and move on to in-depth options as needed. These sessions will be taught live, online. Some will be offered simultaneously in English and Spanish. Sessions will be recorded, and the recordings will be posted online. Participants who complete the live trainings can earn state-approved training hours. No training credits are offered for watching recorded sessions.

DECAL has chosen partners with deep expertise in business subjects, small business operations, and child care. Both Civitas Strategies, a national management consultancy, and the University of Georgia Small Business Development Center at Valdosta State University (UGA SBDC) will deliver large group basic trainings. Approved trainers from DECAL and the CCR&Rs will offer four, three-hour modules on strengthening child care business practices developed by the National Center on Early Childhood Quality Assurance (NCECQA).

For providers who want more in-depth training, Civitas will facilitate small study groups of up to 10 providers. Study groups will focus on a single topic and meet for a series of four, one-hour sessions over eight weeks. Participants who complete a full study group series will earn state-approved training hours and be eligible to receive \$300 stipends. Civitas coaches will also be available to provide one-on-one technical assistance to providers who need quick help on a specific topic.

The Academy also will include a large resource library of print and video self-study guides on more than 50 business topics in English and Spanish.

Funding for the Thriving Child Care Business Academy comes from the American Rescue Plan Act (ARPA) and the Child Care and Development Fund (CCDF). The Academy will open its virtual doors in September.

For details and registration information please visit <https://www.decals.ga.gov/Thriving>.
If you have questions, email thriving@decals.ga.gov.