



Family Child Care Foundations

It is now time to register! This cohort is structured to guide you on how to start a Family Child Care Home Business, learn a more in-depth process on how to have a successful business, access resources and build a network of support for one another. These sessions will be offered virtually through zoom. You will receive session information once you register. These sessions will be offered once a week on Saturdays.

To register contact Blanca Parra
650-517-1446 or bparra@sanmateo4cs.org

DESIGN YOUR UNIQUE PROGRAM

Saturday, July 16th
9 AM – 2:30 PM

Take your business ideas and really make them a reality.

Explore ways to leverage unique skills and interests and create a program that is personally fulfilling on top of being attractive to families.

Learn to identify the needs of your clients and target audiences you can best serve.
Leave this class with strategies for your core program offering and how you will stand out in the market.

ACTIVITIES AND CURRICULUM DESIGN

Saturday, July 16th
9 AM – 2:30 PM

Get a head start planning for the core element of your business: daily activities and weekly curriculum plans.

Come away knowing how to create activities that support a child's whole development while also supporting your unique program idea.

Build a curriculum plan you love teaching and children love following.

CREATE YOUR BEST ENVIRONMENT

Saturday, July 23rd
9 AM – 2:30 PM

Embrace your creative side and design your best space.

Plan an environment that supports children with their social, emotional and cognitive learning as well as your own well-being. Learn how to use color, lighting and space to relax or energize.

Practice creating different activity areas and identify which ones are the best for your program's curriculum.

MARKET YOUR BUSINESS

Saturday, July 23rd
9 AM – 2:30 PM

What sets your child care business apart? You know what's special about your program- now share that message with families and your community!

Learn the basic principles of marketing and create the building blocks of your marketing plan. Topics include long term planning for full enrollment, developing messaging for your advertisements, and developing your targeted marketing strategy.



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CONTRACTS AND POLICIES

Saturday, July 30th

9 AM – 2:30 PM

Begin to establish trust, clarity and positive communication with families through your contract and parent handbook.

Build your professional relationship with clients by creating a contract that creates clarity with families. Create a family handbook that supports both your business and the clients you serve.

Set the tone for a positive communication with families by learning benefit-focused language to educate your families on how you run your program and why.

COMMUNICATION WITH FAMILIES

Saturday, July 30th

9 AM – 2:30 PM

Effective communication builds understanding and trust.

Learn communication best practices with families at the time of enrollment and beyond.

Create a family communication and engagement plan for your program and learn about managing challenging conversations, legal requirements and how to protect your business.

BUSINESS FINANCES

Saturday, August 6th

9 AM – 2:30 PM

Could you accurately estimate the costs of your business? Learn to do just that and more.

Create a working budget for your business. Gain a better understanding of financial models that show the enrollment levels you need to break even, and when you will begin to earn a profit.

Set prices that are fair and profitable and walk away with better understanding of your finances so you can make better business decisions.

PREPARE FOR BUSINESS TAXES

Saturday, August 6th

9 AM – 2:30 PM

Don't be caught off guard-identify and set up your best method for record keeping.

Learn what costs you can deduct from your business income and how to calculate time/space usage.

Explore special topics such as food costs and choose the best method of tracking for you.