

## Training of Trainers

### Strengthening Business Practices for Child Care Programs



The National Center on Early Childhood Quality Assurance is pleased to offer a new training-of-trainers curriculum series, ***Strengthening Business Practices for Child Care Programs***. Through this series, trainers in the early childhood field will have the tools to deliver business training to center-based and family child care providers. The training content and activities are designed to strengthen providers' foundational knowledge of sound fiscal management and business operations.

The training-of-trainer series contains four modules of business practices content:

- ◆ **Budgets, Projections, and Planning**
- ◆ **Financial Reports and Internal Controls**
- ◆ **Marketing for Child Care Programs**
- ◆ **Staff Recruitment and Retention for Center-based Child Care Programs**

There are two versions of this series: one for center-based providers and one for family child care providers. These trainings can be delivered as a series or as independent sessions.

The training-of-trainers materials include a trainer's guide, extensive trainer notes embedded in PowerPoint slides, handouts including additional online resources, and activity materials to increase interaction and peer learning.

For information on how to enhance the capacity of child care programs on this critical topic, contact National Center on Early Childhood Quality Assurance at [QualityAssuranceCenter@ecetta.info](mailto:QualityAssuranceCenter@ecetta.info).

## Provider Training Outcomes

The content and activities are designed to increase providers' knowledge in these topics.

### Fiscal Management

- ◆ Budgets, Projections, and Planning
  - Learn a process for building a budget and how to use it for decisionmaking throughout the year.
  - Understand how to project business costs, generate additional income, and plan strategically for future goals.
- ◆ Financial Reports and Internal Controls
  - Introduce financial reports that can help you to better manage the program's finances.
  - Understand the concept of internal controls and how they can strengthen your program's fiscal health.

### Marketing for Child Care Programs

- ◆ Understand the value of marketing efforts that are focused both externally and internally.
- ◆ Be able to articulate the features and benefits of the program and understand how to use them as marketing tools.
- ◆ Appreciate how data can inform marketing efforts in order to achieve greater success, become more cost effective, and use time more efficiently.

### Staff Recruitment and Retention

- ◆ Understand best practices related to recruiting, interviewing, and hiring new employees.
- ◆ Have a framework for building an effective orientation plan for new employees.
- ◆ Be familiar with the components of a staff handbook.
- ◆ Identify strategies for providing feedback to employees.

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