

Child Care Business Training: Start Strong, Stay Strong

Build It Strong: Child Care Business Foundations Training is an 18-hour training series that provides fundamental skills and strategies to open and maintain a sustainable family or group center child care business.

Build It Strong is taught by coaches who have been there. Instructors have years of experience running family child care and group centers, so they know the challenges you face - and why you love doing this work. The goal is to make your business more efficient and more profitable - start thriving, not just surviving. Check out the course content on the other side; if you have questions about Build It Strong, please contact us at BuildItStrong@wisconsinearlychildhood.org.

IMPACT

Recent participants reported a nearly 100% increase in overall knowledge of best practices, including:

- using an accurate budget
- understanding common licensing violations
- attracting and retaining staff
- using legally binding contracts and enforceable family policies
- accessing other funding sources beyond tuition, and more!

WHY IT MATTERS

From an economic development perspective, bringing Build It Strong to your community is good for business. High-quality early care and education is essential for the development of young children and makes it possible for parents to work and contribute to healthy communities. Improving the sustainability of child care programs supports the workforce that keeps the rest of the economy moving forward.

Municipalities: Build It Strong was developed by WECA's **Wisconsin Early Education Shared Services Network (WEESN)** co-directors, edited by [Opportunities Exchange](#), a national organization focused on transforming the business of early care and education, and refined by feedback from current child care program owners to ensure optimal support to navigate the unique challenges of this sector. To learn more about how to offer Build It Strong in your community, please contact WEESN Co-Director **Kelly Matthews** at kmatthews@wisconsinearlychildhood.org.



BOOST YOUR BUSINESS SKILLS

Whether you are starting a new child care or have been running one for a while, Build It Strong: Child Care Business Foundations Training is focused on providing the essential skills and proven strategies to make your program sustainable.

WHAT IS COVERED

Each interactive session explores key elements of successful child care business management topics.

- 1. The Iron Triangle of Child Care Finance:** Overview of the course with a focus on enrollment, fee collection, and revenues
- 2. Business Operations Part One:** Expenses and income, creating a budget, rate setting, deductible expenses, and marketing
- 3. Business Operations Part Two:** Development of a business plan or business canvas, technology use for automation efficiencies, policies and procedures, and advanced budgeting
- 4. Engaging Outside Services:** What can and cannot be outsourced, obtaining business appropriate insurance, navigating legal issues, and child care regulation
- 5. Accounting and Recordkeeping:** Quality standards for fiscal management and planning and recordkeeping best practices.
- 6. Identifying and Prioritizing Funding:** Funding sources (e.g., Federal Child and Adult Care Food Program (CACFP), Wisconsin Shares, grants, parent fees) and guidance to ensure entrepreneurs' budgets are aligned with their funding and program goals
- 7. Setting-Specific Considerations for Group and Family Child Care Programs:** Split into groups to discuss considerations specific to each program type
 - Family child care has its own set of tax laws unique to that business type with required recordkeeping.
 - Group child care centers have other needs including HR support, staff retention, and administrative work at a much larger scale.
- 8. Professionalism in Early Childhood:** Legally binding contracts – a key protective matter for businesses—and connections to professional organizations and other resources (local, regional, state, and national) beneficial to child care program owners
- 9. Certification, Pre-Licensing, and Licensing:** Support and resources for entrepreneurs navigating the process of becoming certified or licensed, including key information about commonly cited violations so programs can increase their compliance success.

The series earns Wisconsin Registry credit.

