

CATALOG OF CHILD CARE BUSINESS INNOVATIONS, RESOURCES, AND TOOLS

Emmet County



INTRODUCTION

Welcome to the North Central Michigan College (NCMC) Catalog of Child Care Business Innovations, Resources, and Tools. We designed this compilation to assist professionals working in the business of child care in finding support related to enrollment, facilities, revenue, staffing, quality/advocacy/data, and general business operations.

NCMC has been working to strengthen the early childhood care and education system in Emmet County since 2020. The Access and Impact Analysis project aims to support child care business owners and operators in understanding how to access newly available resources and how an innovation may impact their business goals and growth. The project specifically targets the best ways to support child care businesses in developing long-term business goals to reach optimal business operations, including paying worthy wages and benefits, and how to use local, regional, and state innovations and solutions to meet those long-term business goals.

From our experience working alongside child care business owners and operators, we recognize a need for available resources to be organized to better promote access and usage. Many organizations, services, and processes are designed to support child care businesses, but many owners and operators need to be made aware of their existence. In an effort to bring all child care business-related resources to the forefront of the work, we created this catalog.

This catalog is a living document, designed to be dynamic as resources change and new services and processes are created. It is organized into five categories, and then twelve subcategories to assist you in finding what you are seeking. That said, we recognize gaps in the resources available to meet providers' needs. We intend for this catalog to help maximize the use of available resources and to support a broader understanding of which resources should be created or modified to work better for their intended audience.



Feedback is welcome and encouraged!



ACKNOWLEDGMENTS

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HOW TO USE THIS CATALOG

CATEGORIES: The innovations, resources, and tools are organized by the following budget drivers, or categories, that impact a child care program's overall operation.

- I. **Enrollment** encompasses all things related to enrolling children and families into your program, whether home or center-based, including recruitment and retention, as well as communication.
- II. **Facilities** includes information on licensing and funding mechanisms for start-up, improvement, as well as expansion.
- III. **Revenue** includes information on structuring your rates, strategies for fundraising, as well as billing and accounting services.
- IV. **Staffing** covers everything from sites to use for job postings, benefits, wage information, and professional development.
- V. **Quality, Advocacy, and Data** covers everything from business memberships to quality and advocacy organizations, as well as resources to help you find the data you need to make decisions.

INNOVATIONS, RESOURCES, AND TOOLS: This list of innovations, resources, and tools includes organizations, entities, software, strategies, and systems. They are listed in alphabetical order, beneath each of the categories, and will be further defined using the following subcategories.

- A. Brightwheel
- B. HiMama
- C. Kangarootime

SUBCATEGORIES: Under each of the categories, you'll find the innovations, resources, and tools that support the budget driver. You can use the following subcategories to better navigate to your specific child care business need.



**Emmet County Specific: There are several innovations, resources, and tools that are county specific. The * will notate as such. If your community adopts the catalog for your use, please identify and list similar supports in your county or state.*

CATALOG NAVIGATION

- 06** ENROLLMENT
- 07** FACILITIES
- 08** REVENUE
- 10** STAFFING
- 11** QUALITY, ADVOCACY, & DATA
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I. ENROLLMENT

Enrollment encompasses all things related to enrolling children and families into your program, whether home or center-based, including recruitment and retention, as well as communication.

A. Brightwheel



B. HiMama



C. Kangarootime



D. KidKare



E. ProCare



F. Wonderschool



G. Waitlist Plus



II. FACILITIES

Facilities includes information on licensing and funding mechanisms for start-up, improvement, and expansion.

A. Licensing and Regulatory Affairs (LARA)-Child Care Licensing Bureau



B. Our Strong Start/One Stop Shop (OSS) at LARA



C. IFF/Financing



III. REVENUE

Revenue includes information on structuring your rates, strategies for fundraising, as well as billing and accounting services.

A. Annual Fundraising Campaign



B. Annual Fundraising Event



C. Caring for MI Future/Facilities Improvement Grant



D. Child Care Aware



E. Child Care for Families - paid for by their Employers



F. Crowdfunding-done by child care businesses in the greater community



G. IFF/Financing



H. KidKare



I. Our Strong Start/One Stop Shop (OSS) at LARA



J. Scholarships for Families - from Child Care Business



K. Scholarships for Families - from Community Organizations



L. State Innovation: Tri-Share



M. State Subsidies (DHHS)



N. Tiered Tuition/Reduced Rates based on Family Income



O. US Small Business Association (SBA)



P. Using Employer Tax Credits to Offset Child Care Benefit for Employees



Q. Various Accounting Firms



R. The Cost of Child Care



IV. STAFFING

Staffing covers everything for sites to use for job postings, benefits, wages and workforce information, and professional development.

A. American Red Cross



B. Anti-Bias, Anti-Racist Training with Britt Hawthorne



C. Embracing Equity



D. Michigan Virtual (Health and Safety Refresher)



E. MIRegistry



F. SafeGard Classes Online



G. TEACH Scholarship for Teacher Preparation/Professional Development



H. ProSolutions Training



I. Understanding Racial Justice - Title Track*



V. QUALITY, ADVOCACY, & DATA

Quality, Advocacy, and Data cover everything from business memberships to quality and advocacy organizations, as well as resources to help you find the data you need to make decisions.

A. Better Futures



B. Center for American Progress



C. Childcare Providers Association of Michigan (CPAOM)



D. Early Childhood Investment Corporation (ECIC)



E. Early Head Start



F. Early On



G. First Childrens Finance (FCF)



H. Framework by Hinge



I. Great Start Collaborative (GSC)*



J. Great Start to Quality (GSQ) Northwest Resource Center*



START-UP CHECKLIST

VISIONING		<p>This is the exciting part of developing a new business. What have you always envisioned your child care business would be? This is visioning. Visioning is the time to consider the purpose of your business, what do you stand for, what do you want your employees to stand for?</p>	
	VISION	An articulated vision lets everyone know what will be achieved. For example, all children experience joyful learning.	<p>VISIONING RESOURCES</p> <p>Child Care Aware childcareaware.org</p> <p>Great Start to Quality: Northwest Resource Center greatstarttoquality.org/northwest-resource-center</p> <p>National Association for the Education of Young Children naeyc.org</p> <p>SCORE Tip of the Mitt score.org/tipofthemitt</p> <p>US Small Business Association sba.gov</p>
	MISSION	A clearly stated mission helps everyone understand why they walk through the door each day. For example, children are provided diverse opportunities to explore, create, and socialize in the context of play.	
	CORE VALUES	Core values define the actions that will be taken to fulfill the mission. Think of these at 'we do' statements. Specifically, what do you value related to your vision and mission and what will that value look like in action.	
	BRAND DEVELOPMENT	Your brand is the thread that connects you, your team, your families and your community together. It is the logo that represents the program and all that the program stands for.	
PLANNING		<p>How will you turn this vision into a reality? It's time to get to work and begin planning the details that define your child care business. This planning phase involves research and development. It involves crunching the numbers, dotting your Is and crossing your Ts.</p>	
	CURRENT CHILDCARE LANDSCAPE	Assess the need in your area. What other child care programs exist near you? What age groups are in greatest need of care? Are there key employers near you that may have employees in need of child care?	<p>PLANNING RESOURCES</p> <p>Brightwheel mybrightwheel.com</p> <p>Center for American Progress: Cost of Child Care Calculator costofchildcare.org</p> <p>Child Care Aware childcareaware.org</p>
	WRITE A BUSINESS PLAN	Writing a business plan may seem like a daunting task, but there are many different templates available. These templates will guide you through the following considerations: Executive Summary – describe your center in a way that will make sense to anyone reading your plan, Type of Business – will be	

		for profit, non-profit, a LLC or a corporation, Leadership Structure – will you be the program director or will you hire one, Select the Name – the fun part!	<p>Great Start to Quality (GSQ): Northwest Resource Center* greatstarttoquality.org/north-west-resource-center</p>
	LOCATION	Go back to what you learned about the current child care landscape. Consider if you will run this program out of your home or if you plan to find a space to rent or buy. Plan your space based upon the size of the program you plan to run. Think about the classrooms you will need based on the ages of children you plan to serve. Also think about other space needed: a playground, indoor common space, a kitchen, an adult bathroom. You will want to calculate any renovations that may be necessary for the space you plan to use and include those costs in your start-up budget.	<p>LARA michigan.gov/lara/bureau-list/cclb</p> <p>MIRegistry miregistry.org</p> <p>Our Strong Start michigan.gov/lara/bureau-list/cclb/our-strong-start</p> <p>State Subsidies (DHHS) michigan.gov/mikidsmatter/providers/subsidy</p>
	BUDGET	There are two budgets you need to prepare: a start-up budget and an operational budget. Your budgets will help you determine the cost to start up and how much fundraising you will need to do, and the operational costs will determine the rates you will need to charge to cover your expenses. Now is a good time to connect with an accountant and/or a payroll service, if you plan to use one.	<p>US Small Business Association sba.gov</p>
	LICENSING	Check out the LARA website and contact the navigator in your area. LARA provides several useful tools to guide you through the licensing process. It usually takes a minimum of 6-months to get a license so plan accordingly.	
STARTUP		<p>Time to get down to business! Before you open your doors, you want to make sure you have a well-prepared program to orient new staff and welcome new families into. The more prepared you and your team are the easier management will be.</p>	
	PHILOSOPHY STATEMENT	A philosophy statement provides a foundation of practice for your team and lets families know what they can expect when their child is in your care.	<p>STARTUP RESOURCES</p> <p>American Red Cross redcross.org/local/michigan/take-a-class/</p> <p>Brightwheel mybrightwheel.com</p> <p>Child Care Aware childcareaware.org</p>
	MARKETING	How will families find you? If you don't have a social media presence now is the time to get one. Social media is an effective, low-cost way to get the word out about your program. Make sure all of your media is uniformly branded and is a true representation of your program.	

	PROGRAM POLICIES	Just as your philosophy statement helps everyone know what to expect from your program, detailed program policies help keep everyone on the same page and allows you, as an administrator, to have documentation of expectations.	<p>Great Start to Quality: Northwest Resource Center greatstarttoquality.org/northwest-resource-center/</p> <p>HiMama himama.com</p>
	SALARY SCALE	Recruitment and retention of quality staff is a key to your success. Having a clear salary or wage scale in place lets your staff know how they can move up the career ladder in your program. This clarity leads to staff retention!	<p>Kangarootime kangarootime.com</p> <p>KidKare kidkare.com</p>
	STAFFING PLAN/HIRE STAFF	It's time to hire your team. Use one of the many resources available to help you craft professional job descriptions and job postings. This is a future employees first impression of you and it is your first opportunity to share what you expect of your team.	<p>LARA michigan.gov/lara/bureau-list/cclb</p> <p>MIRegistry miregistry.org</p>
	PREPARE YOUR SPACE	Be sure your environment is aligned with your vision, mission, core values, and philosophy. Children thrive in joyful, engaging environments that support their need for safety and security.	<p>Our Strong Start michigan.gov/lara/bureau-list/cclb/our-strong-start</p>
	ENROLLMENT	Be sure you have all the necessary paperwork prepared for enrollment. There are several licensing requirements for child and family documentation. Create a consistent system at the start so you are always sure to be on top of the paperwork.	<p>ProCare procaresoftware.com</p> <p>Wonderschool wonderschool.com</p>

SUBCATEGORY INDEX

ACCOUNTING & TAX PREPARATION



- petoskeychamber.com
- harborspringschamber.com
- score.org/tipofthemitt
- quickbooks.intuit.com
- harborinc.org
- networksnorthwest.org
- northernlakes.net
- frameworkbyhinge.com
- firstchildrensfinance.org/locations/michigan
- costofchildcare.org
- betterfuturesdc.com
- miregistry.org
- kidkare.com
- procaresoftware.com
- kidkare.com
- kangarootime.com
- himama.com
- mybrightwheel.com

ADVERTISING & MARKETING



- petoskeychamber.com
- harborspringschamber.com
- score.org/tipofthemitt
- naeyc.org
- miaeyc.org
- harborinc.org
- networksnorthwest.org
- northernlakes.net
- greatstarttoquality.org/northwest-resource-center
- frameworkbyhinge.com
- firstchildrensfinance.org/locations/michigan
- costofchildcare.org
- betterfuturesdc.com/home
- miregistry.org
- childcareaware.org
- wonderschool.com
- mybrightwheel.com

BUDGETING



- score.org/tipofthemitt
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- harborinc.org

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- frameworkbyhinge.com
- firstchildrensfinance.org/locations/michigan
- costofchildcare.org
- betterfuturesdc.com
- miregistry.org
- sba.gov
- childcareaware.org
- wonderschool.com
- procaresoftware.com
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- mybrightwheel.com

BUSINESS PLANS



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- costofchildcare.org
- betterfuturesdc.com/home
- miregistry.org
- sba.gov
- childcareaware.org
- wonderschool.com
- procaresoftware.com
- himama.com
- mybrightwheel.com

FAMILY ENGAGEMENT



- naeyc.org
- miaeyc.org
- michigan.gov/mde/services/early-learners-and-care
- harborinc.org
- networksnorthwest.org
- northernlakes.net
- michheadstart.org
- michigan.gov/mde/services/early-learners-and-care/gsrp

- greatstarttoquality.org/northwest-resource-center
- greatstartcollaborative.org/collaborative-gsc
- 1800earlyon.org
- michheadstart.org
- miregistry.org
- michigan.gov/mikidsmatter/providers/subsidy
- kidkare.com
- childcareaware.org
- procaresoftware.com
- kidkare.com
- kangarootime.com
- himama.com
- mybrightwheel.com

FINANCING

- michigan.gov/mde/services/early-learners-and-care
- harborinc.org
- networksnorthwest.org
- northernlakes.net
- michheadstart.org
- michigan.gov/mde/services/early-learners-and-care/gsrp
- greatstarttoquality.org/northwest-resource-center
- firstchildrensfinance.org/locations/michigan/
- michheadstart.org
- ecic4kids.org
- betterfuturesdc.com/home
- miaeyc.org/professional-development/t-e-a-c-h-scholarships
- miregistry.org
- sba.gov
- michigan.gov/mikidsmatter/providers/subsidy
- trishare.org
- michigan.gov/lara/bureau-list/cclb/our-strong-start
- iff.org/programs/early-childhood-education/
- caringformi-fif.org
- wonderschool.com

INSURANCE

- harborinc.org
- networksnorthwest.org
- northernlakes.net
- greatstarttoquality.org/northwest-resource-center
- miregistry.org

MANAGEMENT

- ecic4kids.org/policy-thinkbabiesmi/
- petoskeychamber.com

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- quickbooks.intuit.com
- naeyc.org
- mlpp.org/kids-count/
- michiganschildren.org
- miaeyc.org
- michigan.gov/mde/services/early-learners-and-care
- harborinc.org
- networksnorthwest.org
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- michigan.gov/lara/bureau-list/cclb
- michheadstart.org
- michigan.gov/mde/services/early-learners-and-care/gsrp
- greatstarttoquality.org/northwest-resource-center/frameworkbyhinge.com
- firstchildrensfinance.org/locations/michigan/
- 1800earlyon.org
- michheadstart.org
- ecic4kids.org
- cpaom.org
- costofchildcare.org
- betterfuturesdc.com/home
- titletrackmichigan.org/understandingracialjustice/
- prosolutionstraining.com
- sgclassesonline.com/childcare
- miregistry.org
- michiganvirtual.org/course/michigan-ongoing-health-safety-training-refresher-2023/
- embracingequity.org
- britthawthorne.com
- redcross.org/local/michigan/take-a-class
- sba.gov
- michigan.gov/lara/bureau-list/cclb/our-strong-start
- kidkare.com
- childcareaware.org
- wonderschool.com
- procaresoftware.com
- kidkare.com
- kangarootime.com
- himama.com
- mybrightwheel.com

OPERATIONS & SYSTEMS

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POLICIES & PROCEDURES



- ecic4kids.org/policy-thinkbabiesmi/
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- score.org/tipofthemitt
- naeyc.org
- mlpp.org/kids-count/
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PROFESSIONAL DEVELOPMENT



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SOFTWARE FOR STAFFING



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SUPPLIES & EQUIPMENT

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