CATALOG OF CHILD CARE BUSINESS INNOVATIONS, RESOURCES, AND TOOLS

Emmet County

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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
13 START-UP CHECKLIST
16 SUBCATEGORY INDEX
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 Children’s Finance (FCF)

H. Framework by Hinge
I. Great Start Collaborative (GSC)*

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

<table>
<thead>
<tr>
<th>Task</th>
<th>Description</th>
<th>Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>VISION</strong></td>
<td>An articulated vision lets everyone know what will be achieved. For example, all children experience joyful learning.</td>
<td>Child Care Aware childcareaware.org</td>
</tr>
<tr>
<td><strong>MISSION</strong></td>
<td>A clearly stated mission helps everyone understands 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.</td>
<td>Great Start to Quality: Northwest Resource Center greatstarttoquality.org/north-west-resource-center</td>
</tr>
<tr>
<td><strong>CORE VALUES</strong></td>
<td>Core values define the actions that will be taken to fulfill the mission. Think of these as ‘we do’ statements. Specifically, what do you value related to your vision and mission and what will that value look like in action.</td>
<td>National Association for the Education of Young Children naeyc.org</td>
</tr>
<tr>
<td><strong>BRAND DEVELOPMENT</strong></td>
<td>Your brand is the thread that connects your, your team, your families and your community together. It is the logo that represents the program and all that the program stands for.</td>
<td>SCORE Tip of the Mitt score.org/tipofthemitt</td>
</tr>
<tr>
<td><strong>DEVELOPMENT</strong></td>
<td></td>
<td>US Small Business Association sba.gov</td>
</tr>
<tr>
<td>LOCATION</td>
<td>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!</td>
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<tr>
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<tr>
<td>BUDGET</td>
<td>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 for 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.</td>
<td></td>
</tr>
<tr>
<td>LICENSING</td>
<td>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.</td>
<td></td>
</tr>
<tr>
<td>STARTUP</td>
<td>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.</td>
<td></td>
</tr>
<tr>
<td>PHILOSOPHY STATEMENT</td>
<td>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.</td>
<td></td>
</tr>
<tr>
<td>MARKETING</td>
<td>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.</td>
<td></td>
</tr>
</tbody>
</table>

Great Start to Quality (GSQ): Northwest Resource Center* greatstarttoquality.org/northwest-resource-center

LARA michigan.gov/lara/bureau-list/cclb

MIRegistry miregistry.org

Our Strong Start michigan.gov/lara/bureau-list/cclb/our-strong-start

State Subsidies (DHHS) michigan.gov/mikidsmatter/providers/subsidy

US Small Business Association sba.gov

STARTUP RESOURCES

American Red Cross redcross.org/local/michigan/take-a-class/

Brightwheel mybrightwheel.com

Child Care Aware childcareaware.org
<table>
<thead>
<tr>
<th>PROGRAM POLICIES</th>
<th>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.</th>
</tr>
</thead>
<tbody>
<tr>
<td>SALARY SCALE</td>
<td>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!</td>
</tr>
<tr>
<td>STAFFING PLAN/HIRE STAFF</td>
<td>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.</td>
</tr>
<tr>
<td>PREPARE YOUR SPACE</td>
<td>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.</td>
</tr>
<tr>
<td>ENROLLMENT</td>
<td>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.</td>
</tr>
</tbody>
</table>

Great Start to Quality:
Northwest Resource Center
greatstarttoquality.org/north-west-resource-center/
HiMama
himama.com
Kangarootime
kangarootime.com
KidKare
kidkare.com
LARA
michigan.gov/lara/bureau-list/cclb
MIRegistry
miregistry.org
Our Strong Start
michigan.gov/lara/bureau-list/cclb/our-strong-start
ProCare
procaresoftware.com
Wonderschool
wonderschool.com
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
- miregistry.org
- sba.gov
- childcareaware.org
- wonderschool.com
- procaresoftware.com
- himama.com
- mybrightwheel.com

BUDGETING

- score.org/tipofthemitt
- quickbooks.intuit.com
- harborinc.org
- networksnorthwest.org
- northernlakes.net
- greatstarttoquality.org/northwest-resource-center
- frameworkbyhinge.com
- firstchildrensfinance.org/locations/michigan
- 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/gsrrp
• 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

OPERATIONS & SYSTEMS

• ecic4kids.org/policy-thinkbabiesmi
• petoskeychamber.com
• harborspringschamber.com
• score.org/tipofthemitt
• quickbooks.intuit.com
• naeyc.org
• mlp.org/kids-count/
• michiganschildren.org
• miaeyc.org
• michigan.gov/mde/services/early-learners-and-care
• harborinc.org
• networksnorthwest.org
• northernlakes.net
• 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
• michigan.gov/lara/bureau-list/cclb
• michheadstart.org
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• wonderschool.com
• procaresoftware.com
• himama.com
• mybrightwheel.com

POLICIES & PROCEDURES

• ecic4kids.org/policy-thinkbabiesmi/
• petoskeychamber.com
• harborspringschamber.com
• score.org/tipofthemitt
• naeyc.org
• mlpp.org/kids-count/
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• himama.com

SOFTWARE FOR STAFFING

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• procaresoftware.com
• kidkare.com

PROFESSIONAL DEVELOPMENT

• naeyc.org
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• mybrightwheel.com

**STAFF ONBOARDING**

• harborinc.org
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**SUPPLIES & EQUIPMENT**

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