

Utah SBDC Regional Centers

1 Blanding

College of Eastern Utah
639 West 100 South
Blanding, UT 84511
(435) 678-8102

2 Cedar City

Southern Utah University
351 West University Blvd.
Cedar City, UT 84720
(435) 586-5400

3 Ephraim

Snow College
345 West 100 North
Ephraim, UT 84627
(435) 283-7376

4 Kaysville

Davis Applied
Technology College
450 South Simmons Way
Kaysville, UT 84037
(801) 593-2202

5 Logan

Utah State University
1300 East 700 North #124
Logan, UT 84322-8330
(435) 797-2277

6 Moab

217 East Center Suite 250
Moab, UT 84532
(435) 678-8102

7 Ogden

Weber State University
3806 University Circle
Ogden, UT 84408-3806
(801) 626-7232

8 Orem/Provo

Utah Valley University
1410 W 1200 S
Orem, UT 84058
(801) 863-8230

9 Price

College of Eastern Utah
375 East Carbon Ave.
Price, UT 84501
(435) 613-1438 Ext. 450

10 Richfield

Snow College
800 West 200 South,
Room 155W
Richfield, UT 84701
(435) 893-2252

11 Salt Lake

Salt Lake Community College
Miller Campus - MCPC 200
9750 South 300 West
Sandy, UT 84070
(801) 957-4654

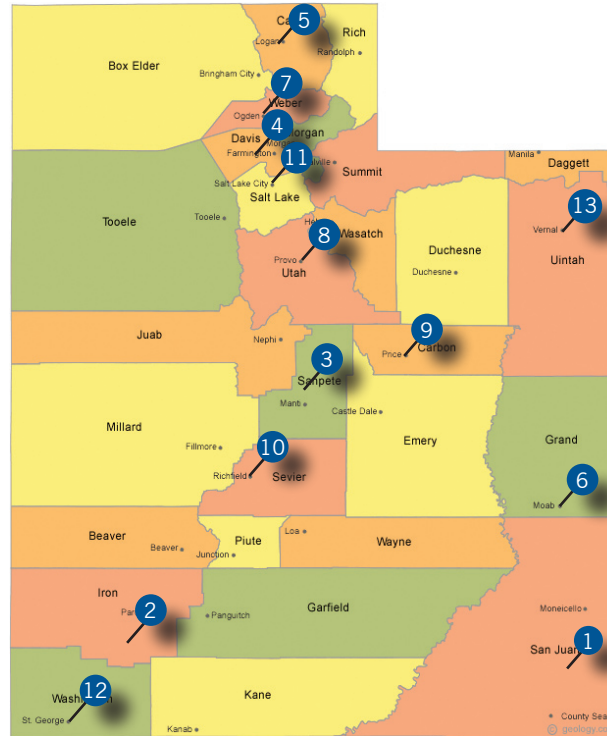
12 St. George

Dixie State College
225 South 700 East
St. George, UT 84770
(435) 652-7741

13 Vernal

Utah State University
1680 West Highway 40
Vernal, UT 84078
(435) 789-6100

Utah SBDC Regional Centers are located throughout Utah to serve you. Call for an appointment to discuss your business development needs.



**Governor's Office of
Economic Development**

Salt Lake
Community College  Step Ahead.



Funded in part through a cooperative agreement with the U.S. Small Business Administration.

03.2009

FAMILY CHILD CARE

Developing Your Family Child Care Business™



DEVELOPING YOUR

Child Care BUSINESS

Would you like to strengthen or start your own home-based child care business for your community? The need for quality child care is growing, however, it takes more than caring and commitment to be successful. You need to know how to manage your business.

The Developing Your Family Child Care Business™ training program through the Utah Small Business Development Center hosted by Salt Lake Community College can help you create a Business Plan and a Parent Handbook, two essentials for a strong child care business.

The unique combination of business and industry-specific information has a proven track record of assisting child care providers in developing and sustaining more successful businesses.

For further information regarding registration, please call Carrie Menzel at 801-957-5240 or email at carrie.menzel@slcc.edu



Utah SBDC
Utah Small Business
Development Center

Developing Your Child Care Business

This course consists of
ten modules divided
into 16 (3) hour sessions



Opening The Door Answering The Need



Topics Covered Include:

- Exploring the role of the entrepreneur in child care
- Organizing and managing a child care business
- Defining your services and determining licensing
- Defining your target market and marketing your business
- Pricing your services
- Keeping track of finances
- Setting policies for your business

Module 1 - Exploring Business Ownership *Sessions 1 and 2*

- Distinguish among the three roles played by a family child care business owner
- Discover your own strengths and weaknesses in relation to the three roles of a family child care business
- Write and evaluate your own business concept statement
- Recognize the scope and value of the business planning process

Module 2 - Organizing and Managing My Child Care Business *Session 3*

- Detail your child care credentials for a Parent Handbook Welcome Letter
- Identify critical personnel and resource team sloutions
- Choose a legal structure appropriate to your business concept

Module 3 - Defining My Family Child Care Services *Sessions 4, 5, and 6*

- Identify your family child care business's features, benefits, and unique selling proposition
- Determine governmental and professional licensing requirements for your family child care service
- Define the beliefs, goals, needs, and expectations of your program
- Form some cooperative alliances among your program participant colleagues
- Begin to write the Parent Handbook and Business Plan

Module 4 - Analyzing the Family Child Care Business Market *Session 7*

- Profile the local child care industry
- Identify industry trends that may impact your business
- Define your target market
- Determine your business's direct, indirect and future competition and its distinctive competence
- Create a competitive analysis grid

Module 5 - Promoting My Family Child Care Business *Sessions 8 and 9*

- Identify market advantages/ disadvantages related to your business location
- Name your business based on your market information
- Develop promotional strategies to market your family child care business
- Review marketing materials to determine those best suited to your business and its market
- Begin the process of pricing your services

Module 6 - Keeping Track of Finances *Session 10*

- Identify costs associated with running a family child care business
- Learn to use the basic accounting tools such as the Cash Flow Statement, the Income Statement, and the Balance Sheet
- Project income based on pricing set in Module 5

Module 7 - Operating My Family Child Care Business *Sessions 11 and 12*

- Set policies for operating your child care business
- Plan a strategy for monitoring operations
- Consider issues of entrepreneurial oversight that will improve your business
- Complete the Business Plan and Parent Handbook

Module 8 - Celebrating My Accomplishments! *Session 12*

- Graduation and Presentation of Executive Summary

Module 9 - Managing and Developing Staff *Sessions 13 and 14*

- Identify staffing requirements and hiring procedures
- Create a Personnel Policy Manual
- Plan a strategy for managing staff performance

Module 10 - Managing Center Financials *Sessions 15 and 16*

- Create a budget plan for managing and growing your child care center
- Learn how to manage the complex needs of a child care center by using FTE calculations and daily staffing tools
- Use financial templates to develop your actual budget