Good management begins with good people: The beauty of the acronym!

[An] acronym that is most useful for attaining and, more importantly, retaining enrollment is: CARE (Customer Attention Retains Enrollment). CARE, like most acronyms, was created because of a significant need within our operation. Weekly operations numbers, when viewed in a long-term perspective, tell a story. The story behind the numbers offers you, the leader, a great opportunity to figure out the plot and change the storyline accordingly. In our story, enrollment was coming in the front door and disenrollment, regardless of SCOPE quality, was going out the back door.

Upon examining the numbers, the story became obvious: the children were fine, but the parents were not. Through further research, I came to realize that 50% of disenrollment was taking place in the first 90 days. Additionally, those families who remained after the first 90 days stayed enrolled on average over the next 24 months.

The conclusion was obvious: the parent, especially new parents, need attention as well as reminders that they made a good decision for their child by enrolling in our program.

Overcoming the new parent's guilt or the reluctant parent's parting with their child for his or her first early care and education experience can be daunting, but a challenge that can be mitigated through CARE.

CARE, for my operation, is a systematic way to make sure that the director, teacher, and staff are in daily contact with the new parent. The key to starting a CARE program is to make sure you have planned a daily/weekly device for reaching the parent and that your system is simple, easily executed, and performed by a designated person(s) within the organization. Remember, the goal is to reduce parent anxiety within the first 90 days of enrollment so they begin to enjoy and celebrate the quality of the program that their child is experiencing on a daily basis.

Here is a sample of what might be used over the first two weeks of enrollment. Many ideas will work, and should be expanded on a daily basis for 90 days. The key is to make sure you are reaching out to new parents daily.

Sample Week 1

Monday: Email parents a picture of their child having fun, along with a short positive note from the director.

Tuesday: Take a picture ('old school' Polaroid® instamatic works great) of the child with a buddy and mail it to mom or dad's place of work. An inexpensive fold-over card with your center name and logo on the outside, with the picture on the inside with the caption "My buddy and me having fun at the _______ school" will stay on a parent's desk for every co-worker to see.

Wednesday: Make a quick phone call to mom or dad from the director to just 'check in.'

Thursday: Send a piece of artwork home with the child.

Friday: An email from the teacher to parents to share the child's progress is effective, especially with a cute anecdote.

Sample Week 2

Monday: Have your director meet with parent at drop-off or pick-up time for a quick chat over any possible issues.

Tuesday: Send an email to parents about upcoming events, menu, newsletter — anything that is positive and informative.

Wednesday: Send artwork home for parents with a short note from the director thanking them for enrolling in the program.

Thursday: Email parents a picture of a fun classroom activity that shows (Continued on page 4)
As we know, life on this earth is not pain free. There are so many ways people can be hurt, and children are the most vulnerable. Won’t it be a glorious day when we will no longer feel any kind of pain? Until that day, we have to rely on preventative measures and medicine when the precautions do not pay off.

NEW YORK (CNNMoney.com) -- An FDA official hammered the maker of Tylenol for a pattern of sloppy manufacturing practices that led to a series of recalls in testimony prepared for a House hearing on Thursday. The drugmaker, a division of Johnson & Johnson, has recalled products four times in seven months. That included a widespread recall of children's non-prescription drugs on April 30.

To stay informed, visit: CNNMoney.
Helped Wanted

Within the Pacific Union

Central California Conference
Milpitas Discoveryland Preschool in Milpitas, California is looking for a new Director. Contact Robin Aaron, Education Associate for the Central California Conference at 408-691-0956; e-mail.

Hawaii Conference
Day Care Teacher/Director needed at Kahili Adventist School in Kauai, Hawaii. Must have special courses in child development and experience working with 3-5 year olds. For more information call: 808-742-9294.

Northern California Conference
Foothills Christian Preschool, located in the beautiful city of St. Helena, California is looking for an outstanding early childhood Director/Teacher. This individual must have good leadership, management and communication skills. All interested applicants should submit a resume, application, and three references. The application and reference forms can be found on the Employment page.

Experience: Successful teaching and administrative experience.

All resumes will be accepted until July 15, 2010. For more information, please contact Mrs. Coreen Hicks, Associate Superintendent, Northern California Conference, PO Box 23165, Pleasant Hill, CA 94523; 925-603-5064 or e-mail.

Southeastern California Conference
Loma Linda Children’s Center is hiring substitute teachers for all age groups. Rate of pay depends on experience and level of education. Contact Teddie Hawkins at the Loma Linda Children’s Center for more details 909-558-4568.

Southern California Conference
Wee Care Child Center in Sylmar, California is looking for a new Director ASAP. Contact Dr. Mario Negrete, Education Associate for the Southern California Conference: 818-546-8400 or e-mail.

Outside the Pacific Union

Rocky Mountain Conference - Colorado
Little Lambs Learning Center is looking for an enthusiastic leader of little children. This individual must be licensed to operate a day care in the state of Colorado or have the qualification necessary for such licensing. Successful experience in an early childhood education center is important as well as a track record of commitment to the Adventist Church and its teachings. Contact: Pat Chapman, Administrative Assistant, Rocky Mountain Conference-Colorado, 2520 S. Downing Street, Denver, CO 80210. 303-282-3650; e-mail.

Washington Conference
Child care director needed at Olympia Christian School Early Learning Center for immediate, full-time position with the Olympia Christian School Early Learning Center in Olympia, WA. Oversee a center of 50+ children from infants through preschool. Send resume and letter of interest to: e-mail. For more details call (360) 705-9630 or visit our website.

Recipe Corner

Spinach Nuggets
1 16-oz pkg frozen chopped spinach, cooked, drained, chopped further if needed
1 c seasoned bread crumbs - (3/4 c breadcrumbs and 1/4 c wheat germ or flax meal is a healthy substitution!)
1 ½ c shredded cheddar cheese (Try tomato & basil cheddar!)
3 Large eggs or 5 egg yolks

Heat oven to 375F.
Lightly coat a baking sheet with olive oil and set aside. Combine all remaining ingredients and mix well. *Add seasonings if you like - garlic powder, pepper, extra basil & oregano for example. Add a fruit or veggie puree to substitute for the eggs if desired*. Shape mixture into nuggets or fun shapes and place on baking tray. Bake for 20 to 25 minutes, turn nuggets over after 15 minutes. Serve warm.

You can "roll" this out and then try using small cookie cutters to make these into fun shapes!
C. A. R. E.
(continued from page 1)

their child involved and happy.

Friday: An email from the teacher to the parents keeps them informed of their child's positive progress.

This simple two-week schedule of activities can be expanded or changed to fit your center's particular needs and demographics. Again, the key is daily positive outreach to the parent to reinforce the idea that they made the correct decision for their family. The first month of daily parent communication is a must and should continue for the first 90 days. Technology has made daily communication much easier and readily accessible; however, the personal face-to-face encounter is what will cement the relationship with a parent and keep them enrolled.

CARE is a powerful tool to systematically keep a parent connected for all the right reasons. Keeping that connection on a daily basis in the early going is paramount. Thinking out your daily, weekly, and monthly plan in an organized, systematic fashion, with designated staff participation is a strong statement to all that 'customer attention retains enrollment' demonstrates your CARE.

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Professional Achievement

What is professional achievement and why should you pursue recognition in your field of knowledge and expertise? Not many years ago, early childhood education was of little concern to the world. Preschool or daycare centers were for working moms who needed a place to leave their children during work hours. Many mothers left their children at these facilities with the understanding the children would learn how to develop socially, receive a nutritious snack, get plenty of fresh air and sunshine as they played with their friends (work off all their energy so they would sleep good at night), and maybe learn some academics… or at least how to tie their shoes before they graduated to kindergarten.

However, this has changed dramatically, and there are more changes on the horizon. The demand for well-educated directors and teachers of early childhood centers is increasing rapidly. No longer is it politically correct for children to learn the basics in kindergarten. Children almost need to pass state tests for all subjects, including science, in order to be accepted into kindergarten, and with this expectation for “higher” learning in preschool comes a need for highly qualified teachers.

The Pacific Union Conference Office of Education Early Childhood Education and Care Division has the answer for this need. The Professional Achievement Recognition process acknowledges the teacher’s accomplishments and encourages continuing education.

The process is simple: 1) compile all applicable transcripts, certificates, diplomas, 2) fill out an application, 3) mail the application, transcripts, and all other documents to our office, 4) receive a certificate.

“Remember that you will never reach a higher standard than you yourself set. Then set your mark high, and step by step, even though it be by painful effort, by self-denial and sacrifice, ascend the whole length of the ladder of progress. Let nothing hinder you.” Christ Object Lessons, page 332, 333

Lakeshore Learning Store

This retail chain has stores in almost half the states, including California, Arizona, and Utah. Besides educational toys and items for the classroom and free lesson plans, they offer workshops that can apply toward professional growth credit. Keep an eye out for opportunities to further your learning by visiting the Lakeshore Learning Store.

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