

KIDBIZ Resources Newsletter

A Newsletter for Child Care and Early Childhood Professionals
August 2010

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This is the last of my BAS articles, be sure to check the archives on my website if you missed the earlier ones. I'm going to attempt to shorten the articles/newsletter, since I know people are very busy and don't have time to always listen to my long winded rants on subjects! But no promises, I come from a long line of talkers, and it always translates into my writing!

Hug a kid for me!
Patricia

Business Administration Scale: Part Three - Marketing & Public Relations

For the past few months I have been running a series of articles highlighting the score item areas covered by the assessment tool: Business Administrators Scale for Family Child Care. I have been and will be providing guidelines on meeting and exceeding these qualifications. Child Care Center Staff: please read these too! The qualifications for FCC are very similar to those for center care and the tips in the articles can help you to set improvement goals for yourself and your classroom as well. If you missed any of the previous articles, you can find them under "KIDBIZ Newsletters - Archive" on my websites: www.patriciadischler.com and www.KIDBIZResources.com.

*The Business Administration Scale for Family Child Care by Teri N. Talan and Paula Jorde Bloom is the newest addition to the ever-popular line of child care assessment tools produced by Teacher's College Press (otherwise known as BAS). It is designed to complement the Family Child Care Environmental Rating Scale (FCCERS), covering the business side of running a quality family child care business. It is being used by many states Quality Rating & Improvement Systems as the assessment tool for verifying a provider's level of competence on their Quality Rating Scale. My first book, *From Babysitter to Business Owner*, was used as a resource in creating BAS, specifically in the areas of parent communication, marketing and creating a Parent Handbook. Given that, I thought I could offer some insight and examples for providers who are looking to increase their scores.*

Marketing is an essential tool for any child care business. It's what gets word of

mouth going and in this business, it's what will make or break you. The ninth item in BAS is Marketing and Public Relations. This covers everything from the tools you use, how the quality of your business is reflected in the public eye, how involved you as a provider are in your community and how organized you are with your marketing efforts.

Since I recently wrote an article for the April KIDBIZ newsletter on marketing, I'll link to it here for your reference rather than repeat myself:

<http://www.patriciadischler.com/newsletter.php>. (Scroll to bottom for newsletter archive list.)

But specifically, regarding BAS, I'd like to add the following tips:

-The BAS refers to using "public relations tools" - these are basically anything you can put your logo on that the public will see. Sometimes it's more than your logo, such as a newsletter, article in the paper, brochure, etc., but even just your logo on a parade float or in a donated book at a doctor's office is considered a public relations tool. The highest level in BAS suggests you use six or more of these tools - I recommend you strive for much more than that! EVERYTHING can have a logo on it, the list is very long! And the more places you put it, the more often people will see it, and the more people will remember who you are. (Note: lots of specific ideas in my previous article as well as in my book.)

-The BAS also discusses record keeping of potential clients. To get the max points you need two things: a great phone message on your machine, and a form to record what you discussed with clients who call. I'm posting both of these on my website so everything reading this will quickly pop up to the top level! Find them at: <http://www.patriciadischler.com/resources.htm>. (Scroll to the bottom of page.) The Phone Intake Form should be copied multiple times and placed in a binder you keep near the phone. Use a form for each call.

-The next item in BAS refers to the professional look of the child care business. Meet high quality standards and it will show! And create a paper trail - this means displaying anything that shows your quality like certificates, credentials, and lots of photos of the important work you do!

-Finally, BAS looks at your community involvement. This means being a member of groups/organizations as well as becoming an involved leader. This is important because as people in the community get to know you better, they will trust you more. And trust is vital to being a successful childcare business. The added benefit to this is that you will be involved in "adult" groups - something to balance your day that is filled with being alone with children, and make you a better provider. It's a win-win!

Overall, what marketing means is getting people to see you, get to know you, and start talking about you. It's getting that "word of mouth" going. And there's a simple formula for getting that ball rolling: talk about yourself! The more YOU talk about you, the more others will know about you, and the more THEY will talk about you!

Make a haircut appointment and get started today! (Don't know what I mean by this? Then you missed my April article on Marketing! See it here:

<http://www.patriciadischler.com/newsletter.php>.

For more details on marketing and interviews, check out: "From Babysitter to Business Owner" available at: www.patriciadischler.com. **Tips and Tricks**

August means heat, heat means wanting treats like Popsicle and ice cream cones, and this means sticky forearms! Next time you serve a sticky, melty, summer treat, get a bunch of old socks, cut the toes off and create Popsicle Wristbands! Slip them over the kids arms and they will soak up the mess before it reaches their clothes. When they are done, throw them in the laundry to wash, then keep them in a basket for next time. Extra tip: also works great for protecting clothing when painting at a easel.

If you have some great tips to share, send them to:

contact@patriciadischler.com , putting "NEWSLETTER TIPS" in the subject line to be included in the next newsletter!

NAFCC Webinars

NAFCC is quickly expanding it's webinar topics and offerings, check out this convenient way to get the training you need at: www.nafcc.org.

In The News:

The Creativity Crisis

Exchange Every Day recently sent a link to a story in Newsweek about the lack of creativity in the schools and how it is affecting our children and our future.

Always nice when research proves my point for me! To see the article visit:

<http://www.newsweek.com/2010/07/10/the-creativity-crisis.print.html>. And to do something about it, get a copy of my book, Teaching the 3 Cs: Creativity, Curiosity & Courtesy at <http://www.patriciadischler.com>! Let's take control and bring some creativity back!**This Month's Sale Items**

August Sale Item: KIDBIZ Trainer's Guide - Half Day Trainings 20% Off!

After the incredible response from the NAFCC Train-the-trainer sessions in Nashville, I've decided to offer any of my half day Trainer's Guide's at a discount so those of you who couldn't get into my classes (and get the free copy) can get a discount to help you obtain the topics you missed! There are three half day's available: From Babysitter to Business Owner, Teaching the 3 C's: Creativity, Curiosity & Courtesy, and Communicating with Parents 101. Each gives you a 3-4 hour training including: the book it is based on, the power point, lecture, handouts and outline/objectives - everything you need to present these topics in your area! See the website for complete details on the topics covered.

Regular Price: \$185 Sale Price: \$148

September Sale Item: From Babysitter to Business Owner - 15% Off!

Boost your professionalism and raise your quality in every area of your business - From Babysitter to Business Owner is everything you need to know to make your business a success, create a high quality program, and build successful relationships with parents. This book was a key resource for the creation of the BAS, and is considered "the bible for every family child care provider" by many Resource and Referral agencies across the country. If you are a family child

care provider, you need this book! If you are a resource and referral agency that wants to raise the professionalism of providers in your area - give them this book! Packed with no nonsense advice based on my 17 years as a provider, I promise you this book will help you avoid mistakes and get you to the top of your game quickly!

Regular Price: \$17.95 Sale Price: \$15.26

Order yours today at: www.patriciadischler.com or www.KIDBIZResources.com!

Upcoming Events:

August - *Spending time with my family, see you in September!!*

September 7, 2010 6:00 p.m. CST

Nick Lawrence Radio Show

WEEU Radio 830 AM

Reading, Pennsylvania

Open Adoption

For more information visit: www.weeu.com

September 11, 2010

Child Care Directors Symposium

Full Day Training for FCC Providers: *From Babysitter to Business Owner: Turning the Job You Love Into the Career You'll Keep!*

Austin, Texas

For more information call: Workforce Solutions, 512-597-7198

September 25, 2010

NAFCC Accreditation

Madison, Wisconsin

For more information visit: www.wecanaeyc.org

If you are a member of a group planning a training event and would like to book one of my keynotes or workshops, visit the Lecture page on my website and contact me for availability. Visit www.patriciadischler.com/lecture.php.