

KIDBIZ Resources

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Celebrating Failures Blog

NAFCC

September Newsletter

Good news for my faithful readers - since I will begin posting links to my newsletter on my Facebook page, I want to also have something extra for those of you who subscribe to the newsletter. Under the sale item for the month listings, I will put a code for you to use when ordering. Each month I will offer a FREE item for you to receive, with any order, of any amount, simply by putting this code in the message box when ordering. It will not show up on the PayPal receipt, but it will go through with the order and I (or my assistant) will see it and know to add your special gift. So pass it on, tell friends they need to subscribe to get it! And if you haven't "friended" me on Facebook yet, please do! I'm making an effort to start using it and post lots of great stuff for you.

Hug a kid for me! (And kiss a baby too, boy I miss those soft cheeks!)

Patricia

Educating Parents

We spend many hours planning for the education of the young children in our care. However, sometimes the person needing the education is the parent. Many parents, and particularly first time parents, have no real understanding of what quality care is, or why it's important for their child. One of the biggest complaints of providers is they feel that parents don't appreciate all their efforts towards high quality. This real issue might be that they simply don't recognize it. And that's something you can change.

Here are some tips for getting the parents in your program on board with your efforts to provide high quality care for their children:

- Communicate with parents about quality rating systems you participate in. Many states have a quality rating system in place. When your rating is received, post it in a prominent place for parents to see and write about it in your newsletter so parents understand what it means. Refer to it in all of your materials: brochures, parent handbooks, newsletters. Inform all newly enrolled parents of your rating and what it stands for, providing them a copy of the article you wrote originally for your newsletter.
- If you have achieved an accreditation, either local, state or national, again inform the parents of this process and what it stands for in an article. Display all honors received for parents to view and write about them as well. Add them to your heading on your newsletter.
- Share articles on research about quality care in your newsletter. You can copy articles and attach them to your newsletter as well.
- It's important to talk with parents about their child's specific child care experience. Create a plan with parents for their child to be successful. Address the possible problems and work together towards solutions. These discussions will demonstrate to parents your commitment not just the overall quality of your program, but to your specific commitment to their child.

- Be honest with parents regarding your quality. There is always room for improvement. Let parents know you are diligent regarding quality by openly identifying areas that can be improved on in your child care business. Share with parents your plan for improvement and include them in celebrating your accomplishments. For example, if you are working on accreditation you can put something in your newsletter about how you focused on a couple of specific standards (name them) and tell the parents the changes you made in order to comply with these standards.
- For standards you are already in compliance with, use the same technique - write the standards in your newsletter with a description of how you meet the standard. Doing this gives the parents specific language as to how to define quality. This language is something they can pull out then when talking with other parents about the quality of your program and can increase your marketability.

If parents don't know what quality care looks like, they won't be able to recognize it when they see it. Take the time to educate parents. They will be grateful because it will help them feel more secure in their choice of child care programs. They'll have the language to say what is great about your program and they'll have respect for what they see and recognize as quality.

Still need help talking with parents? Check out the chapter on "Communicating with Parents" in From Babysitter to Business Owner, get yours today at: www.patriciadischler.com.

Tips & Tricks

Great tips from reader Hollee Saville (also check out links below to her curriculum resources!):

"I have a flash drive for each family and fill it with the kids pictures and videos each month. Since they're digital, I sort them into folders by month and tag each photo with the kids' names in them. I also have a spreadsheet with each child's name, birthdate, parents' names and birthdays, etc. Everything on their enrollment forms. Makes it easy to track info and remember birthdays. I also do Power Point slideshows for Mother's Day, Father's Day, and Christmas each year, something my families LOVE, LOVE, LOVE! It's something they cherish and I enjoy putting together."

Thanks Hollee!

In the News

3rd Annual MEGA Make & Take Day - Saturday, Oct. 8, 2011, at the Wisconsin Indianhead Technical College, New Richmond. I received a flyer on this and it looks like a really fun day packed with toys to make for your program at a very low cost, so thought I'd pass it on! For more info call Annette Schladweiler at 715-505-5722 or email stcroisvalleyaeyc@yahoo.com.

Start now to plan to attend the 2012 NAFCC Conference -

Join me in Atlanta, Georgia! Easy layaway plan available, check it out at: www.nafcc.org and I'll see you there!

Web Design Help for Providers

Hollie Saville offers her web design expertise for your child care program.
Check her out at:

www.DesignsByHollie.com.

Monthly Sale Items

September Sale Item: KIDBIZ Teaching the 3 Cs: Creativity, Curiosity & Courtesy Half Day Trainers Guide - 50% Off!

The trainers guides are a popular item right now, so take this opportunity to stock up! This half day training includes a CD with the power point, lecture notes, outline, and participant handouts. You also receive a copy of the book the training is based on. Get this in the hands of your staff and watch them do an inspiring training for the providers and teachers you serve!

Regular Price: \$120 Sale Price - \$60

October Sale Item: Babysitter to Business Owner - 20% Off!

Hailed as the "Daycare Professionals Bible" by R&R's across the nation, the book that started it all provides guidance on kicking up your business a notch, doing everything with a new attitude and purpose. Covers every aspect of the business from communicating with parents to curriculum, policies, marketing, your environment and much more! Inspiring to new and experienced providers alike, give your business the boost it needs and order now!

Regular Price: \$17.95 Sale Price \$14.36

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

DON'T FORGET YOUR FREE GIFT!

September Free Gift: Patty Cake Preschool Parent Handbook CD
\$25 Value just for my loyal subscribers!

Type code in message box while ordering: **PATTYCAKECD**

Speaking Events

September 24, 2011

MCFCCA Conference

Bloomington, Illinois

Keynote: *Turn the Job You Love into the Career You'll Keep*

Workshops: *Parents Can't Hear Me!*

You're Space/Their Space

Tips & Tricks

For more information call Tami O'Daniel 309-663-0521

October 4, 2011

Provider Appreciation Night Keynote

Waukesha, WI

Keynote: *Crazy for Kids!*

For more information contact Waukesha County DHHS at

262-548-7250

October 7 & 8, 2011

Central Texas Workforce Trainings

Temple College

Temple, Texas

Friday Evening training: *Building Partnerships: Successful Family Child Care Business Practices*

Saturday half day training: *Teaching the 3 Cs: Creativity, Curiosity & Courtesy*

For more information contact Gail Cox at Temple College

254-298-8624

November 5 NAEYC Conference

Orlando, Florida

Workshop: *Professionalism in Family Child Care*

For more information visit: www.naeyc.org

November 13, 2011

Orphan Sunday Adoption Event

Keynote & Workshop: *Lessons Learned in Open Adoption*

For more information contact Kris Ficken 314-330-2903

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.

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