

Pathways to Quality

Business Leadership Learning Community/Website Training



▶ Project Description



Supporting family child care providers to stay in business and sustain quality business practices. Pilot of website training, where providers create a business website.

▶ Results

1. How much did we do? (How many sessions, how many providers impacted, how many attendees, etc.)

Learning Communities: We provided support for 8 cohort models of training and technical assistance. 75 people have signed up over the course of offerings. Not all providers completed all sessions due to a variety of reasons. The breakout was as follows: English – 10 providers Hmong – 7 providers Somali – 8 providers

Website Training: We offered six, two-hour beta trainings to 25 providers. 16 websites were fully functional and live at the end of the beta process. Providers received one year of free monthly internet service from Weebly. This pilot has been put on a hard hold until logistics are finalized.

2. How well did we do it?

Learning Communities: 75% of those who attended a Learning Community strongly agree they are more comfortable as a business owner. 25% of the providers said they agree they are more comfortable. We met a need in the Somali community and First Children's Finance was able to translate the materials they used in the sessions into that home language due to the demand. Translation was a key for the success of these providers.

Website Training: There were technical issues that needed to be worked out with WIFI connectivity. Providers who finished their site were technologically savvy and prepared for the training. The ones who did not complete websites were not tech savvy, had a difficult time maneuvering, and were not prepared. This pilot has been put on a hard hold until logistics are finalized.

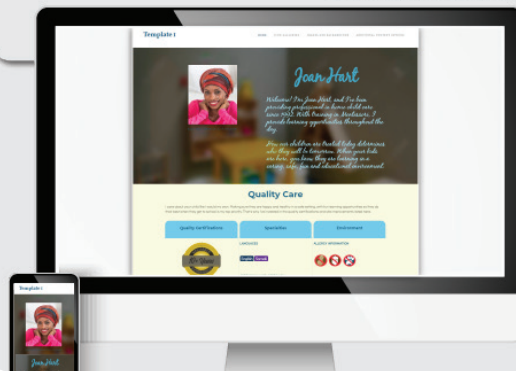
3. Is anyone better off? Why?

Learning Communities: Yes, the partnership with First Children's Finance has been solid and consistent. The trainer has been flexible and understanding of many unexpected circumstances. The providers feel a great sense of professionalism after attending this training.

Website Training: Yes, the providers who completed their websites are better equipped to market their services to families and feel a sense of professional accomplishment. This pilot has been put on a hard hold until logistics are finalized.

“WOW! Much simpler than I expected.”

—Tashiela, Family Child Care Provider



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► Challenges/Opportunities

Learning Communities: Many providers have committed, but have not attended consistently, due to family matters, etc. Building out the first session as a single event to gauge where providers are at would be a better beginning step. Training is supported in cohort style based on what they learn in consultation. Therefore, screening providers ahead of time would benefit them and the trainers who lead the discussion. We should consider looking at an advanced or graduated level of training for veteran providers. We should develop a post survey asking about reasons for non-completion, as well as another survey for those who did attend all sessions, to see how their business practices have changed since taking the training.



Website Training: This class is very 1:1 and lack of computer knowledge by participants hinders the outcome of them leaving with a completed website. There were many technical issues getting some providers up and running. This class is not a “mass”- trainable course. We should consider incorporating a prerequisite check list before providers are able to sign up to avoid having those in class with limited computer skills. One option could be for providers to bring along someone who can help them during class. Preparation is key for the success and final outcome of a finished website. Training should be split up into two, 2-hour sessions. We should send providers a flash drive in advance to put their data on prior to the training. We should consider piggy-backing on First Children’s Finance marketing course for this website training to be a part of and look at developing pricing for an ala carte model where Think Small builds the website for the provider. This pilot has been put on a hard hold until logistics are finalized.

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► Next Steps

Learning Communities: We should continue discussions with First Children’s Finance to design a post survey.

Website Training: We should follow up with providers who have not successfully launched their site to provide technical assistance for completion. A point person is needed internally to negotiate and understand the Weebly contract and continuation of product delivery. We must get our Child Care Business Coordinator up to speed on this training, so when we are ready, she will be able to deliver it. This pilot has been put on a hard hold until logistics are finalized.



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