



Coaching Your Teachers and Staff to Execute a Better Family Engagement Program



1

Today's Agenda



- The Green Lights and Hard Stops of Coaching a Successful Childcare Team
- 5 Key Mindset Shifts for Creating a Culture That Works
- 10 ECE Best Practices to Engage Families
- Next Steps: How to Manage Staff and Engage Families with Ease

2

Today's Speakers



Mike Hook
Vice President of Sales
LineLeader by ChildcareCRM



Lisa Henkel, CFE
Vice President of Education & Training
LineLeader by ChildcareCRM

3

The Green Lights and Hard Stops of Coaching a Successful Childcare Team



4



❌ Hard Stop: Waiting to connect until an annual review.

Yearly reviews aren't enough. You won't receive insight on:

- 🗨️ Weekly or daily performance
- 🕒 Time-sensitive issues
- ✅ Opportunities for improvement

This can result in missed opportunities to hear your staff's opinions and provide timely intervention.



5

✅ Green Light: Checking in with your team on a regular basis.

Regular check-ins (outside of just performance reviews) allow you to:

- Increase staff satisfaction
- Improve staff retention rates
- Remain 'in the know' about what's happening at your centers
- Explore challenges before they become a bigger problem
- Help your team develop strategies for overcoming obstacles with their own reports
- Foster a healthier work environment



6



⊗ Hard Stop: Having a rigid management style.

Coaching your childcare team involves encouraging staff to come up with out-of-the-box ways to troubleshoot problems.

A rigid management style may stifle your staff's ability to think critically and explore alternative approaches.

7

✓ Green Light: Adapating to the unique needs of each team member.

Here are a few ways you can adapt your management style based on 2 different directors' personalities.

Teacher Adrienne
Enneagram 2, The Helper

Providing constructive criticism:
Explain how her actions are making things harder for her peers and fellow coworkers.

Rewarding positive behavior:
Express gratitude for her help and address how this positively impacted others around her.

Teacher Lisa
Enneagram 3, The Achiever

Providing constructive criticism:
Explain how her actions are not meeting role expectations and may result in fewer professional growth opportunities.

Rewarding positive behavior:
Offer congratulations and address how this made a quantitative impact on the success of her role and the business.



8



⊗ Hard Stop: Being afraid to receive employee feedback.

If you don't want feedback from your staff, you're hurting your own growth and development.

Unfortunately, this can negatively impact the way your team feels about their role in the organization, eventually resulting in a lower quality of care and education provided to your enrolled students and families.



9

Green Light: Asking for feedback, even when you don't want to.



Your staff and teachers work with families first-hand. Get their feedback on what's working and what's not.

Here are 3 key questions to ask your staff:

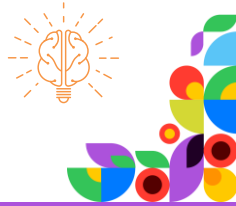
- 1 How can we refine our enrollment process to deliver a better experience?
- 2 What would our families like to see change next year?
- 3 Any suggestions on classroom management or curriculum enhancements?



Tip: If your team is hesitant to share their thoughts, create an anonymous survey or comment box where they can discreetly share opinions!

10

5 Key Mindset Shifts for Creating a Culture That Works



11



- 1 Create a climate of accountability.
- 2 Believe every employee can grow and improve.
- 3 Be willing to slow down...take the time to coach.
- 4 Don't dominate (accept feedback).
- 5 Encouragement goes far. Get your team excited about engaging families.



12

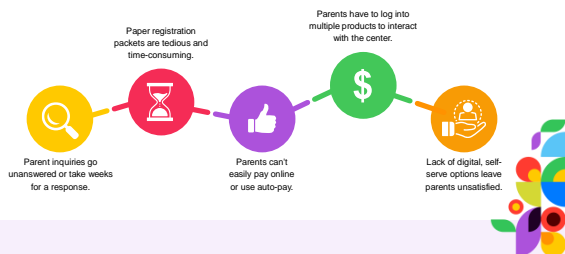
Barriers to Effective Family Engagement



13

Keeping families happy & engaged is tougher than ever.

Today's family journey—tedious and inconvenient.



14

10 ECE Best Practices to Engage Families



15

Best Practice #1

Improve lead response time to connect with families early on.

Lead response time is the single largest driver of conversion success.

Did you know that 60% of Millennials expect immediate responses and 60% of Gen Z are more likely to hang up if their call isn't answered within 45 seconds?

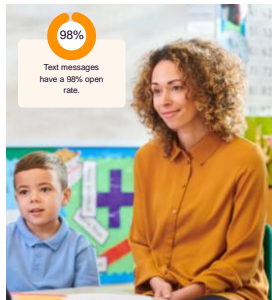
One way to improve response times is to centralize and automate your lead capture process.

This helps you organize all your leads in one place and send automated follow-up emails, whether your leads come from:

- ✔ Phone calls
- ✔ Facebook messages and ads
- ✔ Online directories
- ✔ Text messages
- ✔ Your website
- ✔ In-person visits



16



Best Practice #2

Establish regular communication channels.

Engaged families are more likely to re-enroll.

Cut through all the noise by using multiple channels that cater to every family's unique preferences, like:

- ✔ Texting
- ✔ Phone calls
- ✔ Emails
- ✔ Social Media
- ✔ Ads
- ✔ Direct mail or flyers



17

Best Practice #3

Save time by offering self-service options.

In today's busy world, it feels like everyone's racing against the clock.

Self-service options help parents manage common childcare tasks on their own time like:

- Scheduling tours online
 - Completing registration forms from their laptop
 - Paying tuition with the click of a button
- ...without putting extra burden on your staff.



18

Best Practice #4

Provide resources and materials for waitlisted families.

Playing 'the waiting game' can be a frustrating experience... for everyone involved.

Improve engagement by effortlessly sending waitlisted families enrollment status check-ins and valuable resources. Use an easy-to-use platform to encourage families through enrollment.

Share Content to Engage Families

Testimonials	Children's gift guides	Parent resources	Video content
Reviews from Deanna or childcare listing directories	Birthday gift guide	Potty training tips	Student's joke of the day
Videos of enrolled families talking about your center	Christmas gift guide	Placemat boards with fun, educational activities	"Day in the life" of a childcare worker
Survey and poll results	Easter gift guide	Healthy snacks for holidays	Teacher toy review



19

Best Practice #5

Re-engage parents or guardians who need additional support.

Occasionally, families may need to step out of your care due to unforeseen events such as an illness, a move, or the loss of a job.

It's important to periodically check in with these families to see if their circumstances have changed.

Send emails and text campaigns highlighting any changes you've made to your program or facility, or center news and events they may have missed.

Include personalization keys, like adding a guardian's first name to your messages.




20




Best Practice #6


Ensure enrolled families feel included.

Don't let families slip through the cracks. After a child starts, create opportunities for parents or guardians to get involved in the classroom. Let parents:

 Volunteer at events or as substitutes

 Attend parent-teacher conferences

 Participate in school events (back-to-school-night, father-daughter dance, etc).

 Provide feedback in surveys



21

Best Practice #7

Encourage and facilitate family feedback.

A family engagement app can bridge communication and provide a space for parent-educator collaboration.

Encourage families to share their input and suggestions on:

Program policies

Curriculum

Activities

Plus, provide formal opportunities for families to participate in decision-making processes, such as advisory committees or parent councils.



22

Horizontal lines for writing.

Best Practice #8

Extend education to parents and guardians.

Offer parent education workshops or seminars on topics related to child development, parenting skills, and early childhood education.

Remember - you're building a community. Parents should want to engage, interact, and learn from your center.



32% of childcare businesses consistently communicate with enrolled families at least once a day.



23

Horizontal lines for writing.

Best Practice #9

Make drop-off and pick-up a breeze.

Child drop-off and pick-up can be a challenging time for families. Increase staff-parent communication in the mornings to make the rest of the day go smoothly.

But with contactless check-in options:

- Parents can also let staff know their estimated time of arrival.
- Parents can provide important notes before drop-off.
- You and your staff can easily stay in ratio.



60% of parents who would switch providers if they found a center that offered contactless check-in.

24

Horizontal lines for writing.

Best Practice #10

Track what's working and what's not for your families.

As a business leader, you make a lot of important decisions that impact your enrollment and profitability.

74% of marketers can't measure or report on how their marketing efforts impact their business. If that sounds like you, this lack of performance data could be negatively impacting your revenue. Here are a few examples of the reports you should be monitoring:

- 1 **Source of Families**
Know where families are hearing about your childcare business and understand your most popular advertising channels.
- 2 **Current Opportunities**
Identify how many families are in your pipeline and determine what stage they're in.
- 3 **Scheduled Tasks**
Quickly monitor what staff should be prioritizing each day to ensure every family receives a great experience.



25

Recap of Today's Discussion



- Provide flexible and adaptive coaching.
- Shift your mindset to create a culture that works.
- Improve lead response time.
- Establish regular communication channels.
- Save time by offering self-service options.
- Provide resources and materials for waitlisted families.
- Re-engage parents or guardians who need additional support.
- Ensure enrolled families feel included.
- Encourage and facilitate family feedback.
- Extend education to parents or guardians.
- Make drop-off and pick-up a breeze.
- Track what's working and what's not for families.



26

Our Contact Information



Mike Hook
Vice President of Sales
LineLeader by ChildcareCRM
[linkedin.com/in/mike-hook](https://www.linkedin.com/in/mike-hook)



Lisa Henkel, CFE
Vice President of Education & Training
LineLeader by ChildcareCRM
[linkedin.com/in/lisahenkel](https://www.linkedin.com/in/lisahenkel)



Scan Here

27
