5 Common Childcare Registration Mistakes

LineLeader
By ChildcareCRM

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Today's Agenda

- How to Meet Changing Family and Staff Expectations
- 5 Childcare Enrollment Mistakes to Avoid
- Benefits of Digital Registration
  - How to Maintain Proper Data Security
  - How to Save Staff's Time

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Today's Speakers

Lisa Henkel, VP of Education & Training
at LineLeader by ChildcareCRM

Teddy Hook, VP of Customer
Operations at LineLeader by ChildcareCRM

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Meet Changing Family & Staff Expectations

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The Staff Journey—Fragmented and Time-Consuming

Staff have to learn and manage multiple products.

Staff don't have enough time to engage and retain families.

The onboarding process is too long and not standardized.

Manual, repetitive tasks take up valuable staff time.

Staff can't easily see what's working and what's not.

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The Family Journey—Tedious and Inconvenient

Paper registration packets are tedious and time-consuming.

Parents have to log into multiple products to interact with the center.

Parent inquiries go unanswered or take weeks for a response.

Parents can't easily pay online or use auto-pay.

Lack of digital, self-serve options leave parents unsatisfied.
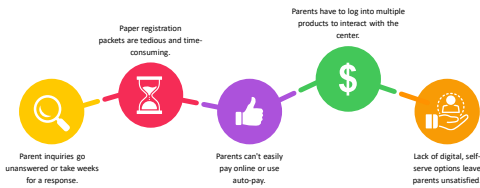
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TODAY'S STAFF AND FAMILY CHILDCARE EXPERIENCE

What Families And Staff Want

For Staff

- Automated tasks that save time
- Easy ways to engage families
- Easier center management
- Access to real-time data
- Unified technology

For Families

- Fast responses
- Personalization
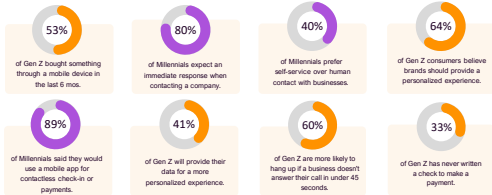- Self-service
- Convenience
- Unified experience

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TODAY'S STAFF AND FAMILY CHILDCARE EXPERIENCE

What You Need to Know About Millennial and Gen Z Parents

Millennials (80% of today's parents with children under 12) and Gen Z (predicted to be the majority of first-time parents in the US before 2025) are your primary parent demographics.

53% of Gen Z bought something through a mobile device in the last 6 mos.

80% of Millennials expect an immediate response when contacting a company.

40% of Millennials prefer self-service over human contact with businesses.

64% of Gen Z consumers believe brands should provide a personalized experience.

89% of Millennials said they would use a mobile app for contactless check-in or payments.

41% of Gen Z will provide their data for a more personalized experience.

60% of Gen Z are more likely to hang up if a business doesn't answer their call in under 45 seconds.

33% of Gen Z has never written a check to make a payment.

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TODAY'S STAFF AND FAMILY CHILDCARE EXPERIENCE

The Impact of a Poor Family Experience

A Poor Childcare Experience

Parents choose another childcare provider that can give them the convenient, digital childcare experience they want.

At $1,000/month in tuition, you're losing $12,000/year for each student that doesn't start or re-enroll for care.

A Quality Childcare Experience

Parents choose your childcare center because you give them the convenient, personalized experience they want.

At $1,000/month in tuition, your childcare center earns $12,000/year for each enrolled student.

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TODAY'S STAFF AND FAMILY CHILDCARE EXPERIENCE

The Impact of a Poor Staff Experience

Staff Time Spent on Manual Tasks

- 7+ hours a week on lead follow-up
- 4+ hours a week on tour scheduling
- 7+ hours a week managing enrollment paperwork
- 7+ hours a week on billing and payment
- 7+ hours a week on time and attendance
- 7+ hours a week sending updates to families about their child's day and milestones

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5 Childcare Enrollment Mistakes to Avoid

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1) Incomplete and Illegible Data

Everyone's handwriting is unique.

What is considered legible to one person is not necessarily easy to read for anyone else.

EXAMPLE:
Even if your paper registration packet is only 10 pages long, and you have 10 new students registering each month, you're still depending on your staff to manually enter 100 pages of information and decipher 10 different kinds of handwriting.

According to Ugerboek Software, the average manual data entry error rate for humans is 1 percent, meaning that 1 out of every 100 entries is inaccurate.

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2) Insecure and Vulnerable Data

Paper can be an incredibly vulnerable method of collection and storage.

Paper forms can be easily accessed, stolen, misplaced, or even destroyed. In cases of fire or flood, education systems that rely on paper files are left without a backup plan and the data is simply gone.

It costs an average of $20 to file a paper document, $120 to find misfiled documents, and $220 to recreate a lost document.

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The average office spends 8 hours performing paper management. Businesses with 100 employees waste approximately $4,800 per week due to the inability to locate and deliver needed information, according to the National Association of Professional Organizers.

Remember: Your Time is a Valuable Resource.

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3) Lack of Follow-Up

Parents may inquire about care at 6 or more centers, reach out to 4 or more different providers about payment rates, and tour 3 different facilities just to find the perfect fit for them and their families.

80%

of today's parents expect an immediate response when contacting a business.

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Interested parents need a little encouragement.

Unfortunately, if you aren't following up with families throughout the registration process to ensure they're returning all the documents they need, you probably aren't going to stay top of mind.

You might even lose the opportunity to provide care to their child(ren).

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4) Inconvenient Processes - The Parents

First, parents must request your forms via phone, email, mail, or in person.

Next, parents have to fill out the same information several times on both custom and state forms. Then, parents or guardians have to submit the forms to you by mail, email, fax, or in-person.

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Finally, parents must pay registration fees either by making another trip to the center, via mail (which is risky), or by another external method.

60%
of Millennials don't carry cash and would rather use credit or debit cards.

33%
of Gen Z has never written a check to make a payment.

40%
of Millennials prefer self-service over human contact with businesses.

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5) Inconvenient Processes - The Staff

Your staff spends too much time emailing, mailing, or faxing documents to parents. They also run into challenges with paper forms, like:

- Increased foot traffic and disruptions.

- Chasing down incomplete or illegible info from parents.

- Manually entering family data from forms.

- Processing and collecting tuition fees by hand.

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Did you know that businesses which utilize software integrations primarily for data entry processes save an average of 3.8 hours a day? That's over 8 weeks a year! Imagine what you and your organization could accomplish if you could save hours a day by digitizing and automating your registration process.

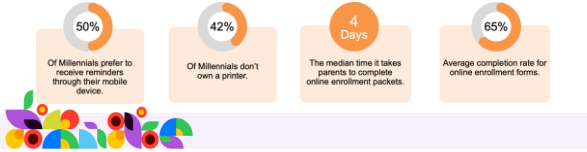Remember: Your Time is a Valuable Resource.

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Benefits of Digital Registration

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✅ The average completion rate for online enrollment forms is 65%.

- **Increase the number of families completing registration** by offering convenient, digital registration with to get the essential info you need.
- **Save staff time** spent reminding parents about paper packets, chasing down paperwork, and following up after registration.

50%	**42%**	**4 Days**	**65%**
Of Millennials prefer to receive reminders through their mobile device.	Of Millennials don't own a printer.	The median time it takes parents to complete online enrollment packets.	Average completion rate for online enrollment forms.

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Paper forms can be daunting for parents. Find ways to digitize the enrollment process so they can complete it when and where they're comfortable.

Prioritize digital forms platforms that are available on desktop and mobile.

Benefits of online registration:
- ✓ Ease of Use
- ✓ Synced Data
- ✓ Ability to Access
- ✓ Safety

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Ease of Use - Parents

No one likes repeating themselves - in person or on paper. The right childcare solution will pre-fill form fields based on available information, saving time.

❝
"I'd love for my child's school to utilize digital registration! It would make it much more simple for parents and I'm sure a breeze for their facility. I legit just filled out stacks of new year paperwork - and the whole time thought...there has to be a better way."

-Felicia R. | Parent

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Ease of Use - Providers

Online registration forms let families create logins so they can easily submit information changes, like updating a home address. The perfect-fit platform will instantly notify you via email when parents modify their information.

" "Digital registration forms have been great for our preschool. It's much easier for parents to fill out their enrollment information online. Our administration team really likes it because it simplifies the registration process and the number of papers needed for new parents."

-Kayley Davis | The Little Lamb Christian School

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Ability to Access

Allow parents and staff to access forms anywhere, anytime.

The right solution for your business should be easy to use for you, your staff, and the parents at your center.

The best online registration platforms allow parents to complete forms anywhere with an internet connection on any device.

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Data Synchronization in Real-Time

An intuitive childcare solution should integrate with your digital forms.

That way, you'll streamline your enrollment process by receiving automatic notifications when a parent registers for care.

With real-time data syncs:
✓ Maintain accurate family data.
✓ Get more families in the door.
✓ Increase revenue.

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Safety - Information Security

The best childcare platform will offer encrypted security to ensure all information and data are protected against potential hacks or threats.

63%

of consumers consider how an organization stores data the most important factor when they share sensitive information.

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Safety - Financial Security

Make paying fees more convenient for parents and staff by accepting credit cards, debit cards, or direct bank transfers (ACH). This reduces manual tasks like waiting in line to deposit cash and checks by hand.

Plus, you'll ensure each family's financial information is securely stored (unlike loose paper or checks).

63%

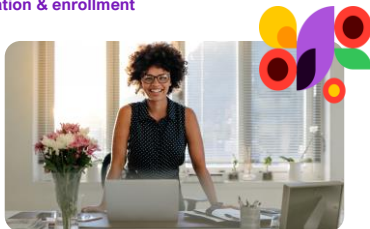of childcare businesses collect checks and cash onsite rather than enabling parents to pay digitally.

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Let parents pay registration & enrollment fees online.

Get paid on time, every time... by making it convenient for families to pay tuition bills with automated payments. You'll increase parent satisfaction rates and receive payments faster than ever before.

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Recap of Today's Discussion

- What Today's Parents & Staff Are Looking for
- 5 Enrollment Mistakes to Avoid
- 1 - Incomplete and Illegible Data
- 2 - Insecure and Vulnerable Data
- 3 - Lack of Follow-Up
- 4 - Inconvenient Processes - The Parents
- 5 - Inconvenient Processes - The Staff
- Benefits of Digital Registration
- Ease of Use
- Ability to Access
- Data Synchronization in Real-Time
- Safety

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