

HiMama Helps Webinar

Building Relationships With Families During A Pandemic



Disclaimer

*This content **is not** personalized legal advice for your center. The goal is to have a conversation around the topic to inspire and give you ideas that you can implement at your centers.*

*Each State and Province has different licensing rules and regulations. **Please consult with your own legal and financial advisors before implementing something that you are not 100% sure about at your center.***

What To Expect

- The session is recorded and will be available with the show notes and slides
- The certificates will also be made available at the end of the webinar
- Resources we talk about will also be linked with the show notes
- If you find that your connection isn't great
 - Refresh or reconnect to the session



2020 ECE OF THE YEAR

AWARD



Your Hosts



Ria Simon
RECE Specialist
HiMama



Kiah Price
Community Coordinator
HiMama



Our Special Guests



Meg Saak
Communications Coordinator
The Elegant Child



Ryan J. Eickmeier
Executive Officer
Helping Hands Daycare



Goals for Today

- Attracting new families
- 6 Tips to boost enrollment
- Creating contactless connections

Panelists

- Managing enrollment during COVID-19
- Connecting with new families
- Transparent communication
- Building a strong community



Grabbing New Families Attention

- Create your childcare center's story
 - Create value through stories, pictures, and testimonials
- Create a website for your child center
 - Allows parents to feel safe while searching for child care



Grabbing New Families Attention (Con't)

- Make a Google business profile
 - This will allow you to be found locally
- Update your local directory
 - Google maps, shows local businesses
- Facebook promotions
 - Get into some parents groups



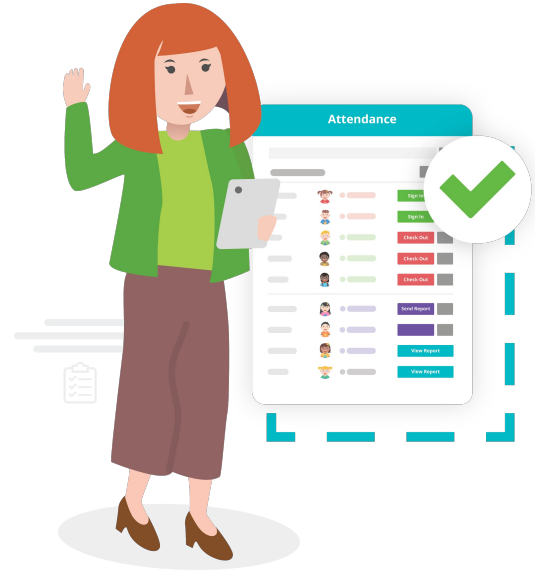
6 Tips To Boost Enrollment

- Incentive program
 - \$50 off tuition for family referrals
 - Bonus for staff referrals
- Offer free registration
 - Run a promotion for a month
- Paid ads
 - Don't need to invest a lot in some Facebook ads, Yelp, Google



6 Tips To Boost Enrollment (Con't)

- Local parent social network
 - Many Facebook pages have rules against promoting business
 - However you can give recommendations
- Virtual open houses
 - Offer up a tour online for new families
- Virtual support center
 - If you have space, and a staff, consider a classroom to support virtual learning



Contactless Connections With Parents

- Share daily reports
- Send a weekly newsletter
 - Share upcoming activities through the calendar
 - Pictures
- Message with parents
- Contactless check in
- Parents can pay online
- Host a video 'catch-up' call



Our Special Guests!



Our Special Guest



Meg Saak

Communications Coordinator
The Elegant Child

- Mother of 2
- Family owned for 27 years
- Connecting with families
- Keeping families informed
- Supporting anxious parents



Our Special Guest



Ryan J. Eickmeier
Executive Officer
Helping Hands Daycare

- Strategically lead all aspects of the organization
- 9 centers that serves over 900 children
- Large organization enrollment
- Best practices to maintain transparency

Open Audience Questions

Shout-outs!



Certificate Instructions

1. **Please check your Inbox for an email from WebinarJam titled “Your Webinar Certificate”**
2. That email will include a link to the certificate for today’s session that you can download.
3. **You will need to fill in your name and center name information.** You can do this using a PDF form filler or print a copy and fill it out manually.
4. That’s it, you’re done!
5. If you miss it today, watch out for the Show Notes email tomorrow - we will be sending it out there as well.



What's Next?

- **Show Notes & Recording** - You will receive an email linking to resources and this recording tomorrow!
- Our next session will be ***Diversity & Inclusion during the holidays*** happening next week at the same place and same time - **December 17th**



2020 ECE OF THE YEAR

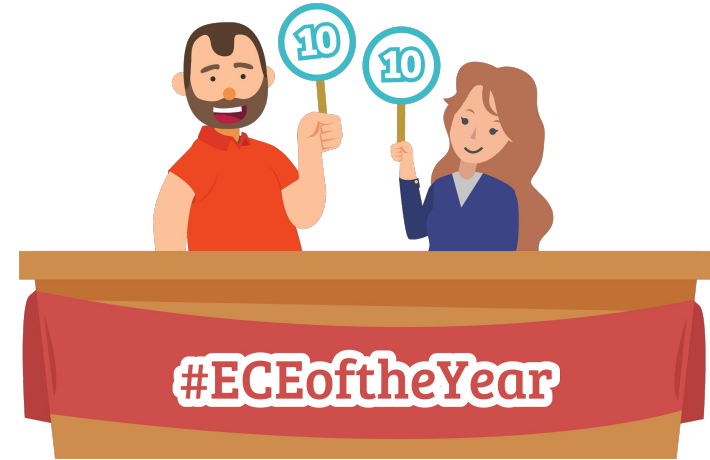
AWARD



2020 ECE of the Year-What Is It?

Early childhood educators are **critical** to a child's development from birth to age 5, yet they are sadly **one of the most underappreciated professions**. We want to change that!

Each year, we award one ECE **making the biggest impact in their community** with the title of ECE of the Year, a title that earns them international recognition as well prizes!



2020 ECE of the Year- The Prizes

- **iPads** (one for the winner & the Nominator)
- A **Personalized** Award Plaque
- An Interview on the **Preschool Podcast**
- A **Spotlight** on the HiMama Website



2020 ECE of the Year - How Do I Nominate?

1. Create a **post** on Facebook or Instagram and tag or mention your nominee.
#ECEoftheYear and tag us @himamaapp
2. Tell us in your post **why they deserve to win.**
3. **Share your post with your network** to collect likes and show your nominee the love they deserve!



2020 ECE of the Year- How Do I Win?

- We'll be watching our social media accounts and narrow down the competition to **the top 5 finalists**.
- Once finalists are announced you'll have **2 weeks to vote** for the winner.
- Make sure you hit the **FOLLOW** button on our **Facebook and Instagram** to stay up to date!



**We are all in this
together,
stay Healthy and
safe!**

**Thanks for spending
your time with us!**