

# CHILD CARE INFORMATION CENTER

WI Department of  
Children and Families  
[dcf.wisconsin.gov](http://dcf.wisconsin.gov)

WI Child Care  
Information Center  
[ccic.wi.gov](http://ccic.wi.gov)

WI Department of  
Public Instruction  
[dpi.wi.gov](http://dpi.wi.gov)

## Newsletter 64 Business & Professional Practices 2012

Do you remember why you decided on a career in Early Childhood Education? Was it your love for children and the learning process? Maybe it was your passion for education and getting kids off to a great start in life, or the excitement you share with a young child as they accomplish a milestone?

Rarely, (if ever) does a career involving the care of young children start with an excitement about record-keeping, policy development or a passion for budget evaluation. So why is there so much attention being given to “business practices” in the field of child care these days? Isn’t it enough to provide a nurturing, safe, healthy, and caring environment for children? Why are tax records, budgets, contracts and marketing important to the already time-strapped child care provider, and how do business practices impact the quality of a child care program?

Dave Linsmeier, BBA is the President and Owner of Child Care Business Solutions Inc., is Executive Director of Mary Linsmeier Schools and has extensive experience and knowledge in this area. When asked about the importance of solid business and professional practices in child care, Dave responded, “Early Childhood Programs operate with limited resources. If a program does not know how to manage these limited resources, they are not able to move forward. Having in place good business and professional practices is essential to providing a quality program.”

Our past several CCIC Newsletters have focused on various aspects of YoungStar, Wisconsin’s child care quality rating and improvement system. This *Business and Professional Practices* newsletter also aims to offer resources relating to the efforts of YoungStar highlighting resources and offering professionals in early care and education relevant information to access articles, books and videos to borrow. As you explore this month’s newsletter full of resources and supportive business practices materials I encourage you to consider this insight:

*“Providers work so hard for their businesses; their businesses should work just as hard for them!”*

Kelly Matthews, WECA

### CHILD CARE INFORMATION CENTER

[www.ccic.wi.gov](http://www.ccic.wi.gov)

A FREE lending library and information clearinghouse serving anyone in Wisconsin working in the field of child care and early childhood education. CCIC offers use of books, videos, and CDs on most early care and education topics, as well as FREE brochures, tip sheets, and magazine article reprints to keep. CUSTOMIZED RESEARCH PACKAGES AVAILABLE TOO!

#### EARLY CHILDHOOD NEWS

This website offers articles, classroom ideas, teacher resources, and professional resources. Teachers can even download songs, or listen to the experts as they discuss topics on ECN radio.

#### Samples: Administration & Leadership Articles

[earlychildhoodnews.com/earlychildhood/articles.aspx?ArticleID=163](http://earlychildhoodnews.com/earlychildhood/articles.aspx?ArticleID=163)

1. **10 Tips for Beginning Child Care Providers**  
Carolyn Ross Tomlin
2. **Breaking Bad News to Parents**  
Susan Miller, Ed.D.
3. **Do Child Care Centers Have to Pay Staff for Time Spent in Training?**  
Charles Pekow
4. **Does Parent Involvement Make Your Job Easier or More Challenging?**  
Michele Beery, Ph.D.
5. **Men in Early Childhood: Fathers & Teachers**  
Francis Wardle, Ph.D.

It is easier to build  
strong children  
than to repair  
broken men.

~Frederick Douglass

# **BUDGET REQUIREMENTS FOR YOUNGSTAR**

One of the minimum requirements for a family child care provider to earn a 3 Star rating in YoungStar is to have a budget and to complete accurate and timely taxes. The resources linked in **BLUE** below aim to provide clarification for providers interested in earning this point. YoungStar is always adding and improving its tools and templates, therefore items in **GREEN** indicate the existence of additional tools and templates that can be accessed from the YoungStar Budget Requirements page.

Visit [dcf.wisconsin.gov/youngstar/budget.htm](http://dcf.wisconsin.gov/youngstar/budget.htm) for the full list of links, templates and tools available.

## **FAMILY CHILD CARE PROGRAM**

Evaluation Criteria budget details for a Family Child Care Provider

TOOLS TO HELP PROGRAMS CREATE A BUDGET:

- **INSTRUCTIONS FOR CREATING A BUDGET AND FREQUENTLY ASKED QUESTIONS**
  - PART A: **ESTIMATING EXPENSES**
  - PART B: **CREATING A BUDGET FOR FAMILY CHILD CARE**
  - PART C: **LINE ITEM BUDGET BREAKOUT**
  - PART D: **COMPARING ESTIMATED EXPENSES TO ACTUAL EXPENSES**
    - \***LIST OF SAMPLE INCOME AND EXPENSES FOR FAMILY PROVIDERS**
    - \***TEMPLATE FOR MONTHLY COMPARISON OF ESTIMATED TO ACTUAL EXPENSES**
  - PART E: **ACTUAL EXPENSES WORKSHEET**
    - \***DEFINITIONS OF ACTUAL EXPENSES**
- **KEEPING TRACK OF HOURS WORKED IN THE HOME (BUSINESS HOURS)**

## **GROUP CHILD CARE CENTER**

Evaluation Criteria budget details for a Group Child Care provider

TOOLS TO HELP PROGRAMS CREATE A BUDGET:

- **LIST OF SAMPLE INCOME AND EXPENSES FOR GROUP AND SCHOOL-AGE PROGRAMS**
- **TEMPLATES:**
  - \***LINE-ITEM BUDGET TEMPLATE**
  - \***LINE-ITEM COMPARISON OF ESTIMATES TO ACTUAL INCOME AND EXPENSES WORKSHEET**
  - \***COMPARISON OF ESTIMATES TO ACTUAL INCOME AND EXPENSES TEMPLATE**
  - \***SAMPLE BUDGET**
  - \***SAMPLE BUDGET JUSTIFICATION**

## **SCHOOL-AGE PROGRAM**

Evaluation Criteria details for a School-age Care program.

TOOLS TO HELP PROGRAMS CREATE A BUDGET:

- **LIST OF SAMPLE INCOME AND EXPENSES FOR GROUP AND SCHOOL-AGE PROGRAMS**
- **TEMPLATES:**
  - \***LINE-ITEM BUDGET TEMPLATE**
  - \***LINE-ITEM COMPARISON OF ESTIMATES TO ACTUAL INCOME AND EXPENSES WORKSHEET**
  - \***COMPARISON OF ESTIMATES TO ACTUAL INCOME AND EXPENSES TEMPLATE**

Additional YoungStar business-centered information:

- YoungStar Business Practices workshops are available to providers. These full day workshops offer support and resources for budgeting as well as other YoungStar business practices. Check with your local CCR&R for dates and times offered in your area. (Local conferences may also provide condensed workshops for providers.)
- The Wisconsin Women's Business Initiative Corporation (WWBIC) is an economic development corporation providing quality business education, technical assistance and access to capital for entrepreneurs. Established in 1987, WWBIC consults, educates and mentors owners of small and micro businesses throughout Wisconsin. They concentrate their efforts with women, people of color and those of lower incomes. WWBIC offers free and low cost training, help to write a business plan and a profit and loss template on their website.  
Visit [www.wwbic.com](http://www.wwbic.com) for more information.
- Classes and/or workshops on business practices may also be offered at technical colleges, banks, credit unions, CCR&Rs, WECA, Wisconsin Family Child Care Association (WFCCA), Small Business Development Centers or The Registry.
- Your YoungStar Technical Consultant can also offer business practices support or help you find additional resources, like Family Child Care business practices kits available for purchase.

**1. Employee Pay: Keep it Legal**  
*Texas Child Care Quarterly*, 2005  
 "As the owner or director of a child care facility, you are required to comply with the federal Fair Labor Standards Act, or FLSA. Here are some common misconceptions about paying employees, and the facts that dispute them."  
 Also visit: WI Department of Workforce Development [dwd.wisconsin.gov/er/labor\\_law.htm](http://dwd.wisconsin.gov/er/labor_law.htm)

**2. Everybody's Doing It - Managing Social Media in the Early Childhood Ecosystem**  
 Fran Simon. *Exchange*, Sept/Oct 2011  
 "Since social media platforms change every day, this piece will suggest processes for social media policy development and offer an outline of important elements to consider, rather than providing specific instructions on how to use social media."

**3. Nine Steps to Headache-free Fee Collections: Ideas from the Field**  
*Exchange*, May/June 2012  
 "While these nine steps may seem a bit on the extreme side, especially in a caring profession, they do avoid stress and loss of income. Centers that consistently enforce the early steps in the process rarely need to resort to the stronger measures."

**4. Maturing as a Manager: Bringing Leadership and Management Together**  
 Susan Hay. *Exchange*, Jan/Feb 2012  
 "Leaders develop a special set of rather baffling qualities that enable them to persuade others to do what the leader wants because they want to do it. Leaders can balance concern for the task, for quality and efficiency, with equal concern for the people they work with and the relationships they form. Adding leadership to management is maturing as a manager."

**5. What About Social Media?**  
*Texas Child Care Quarterly*, Fall 2011  
 "When Facebook first rocketed to popularity in 2006, many observers believed it was mainly a way for teens and college students to stay in close touch with their friends. But today many businesses and organizations have Facebook pages. Should you?"

**6. Putting Together a Blue Sky: Laying the Foundation for Staff Evaluation**  
 Jeny Searcy. *Exchange*, Mar/Apr 2012  
 "Evaluation time can be like putting together a 5,000-piece jigsaw puzzle that is all sky — what, exactly, is the point? When all is said and done, one ends up with a big blue blob — nothing to show for all the effort. However, it doesn't have to be that way. Performance reviews can and should be an effective means of communication for both parties involved — the supervisor and the staff member. The process simply needs to be reworked."

**7. Can We Apply Colin Powell's 13 Rules?**  
*Texas Child Care Quarterly*, Summer 2012  
 "Gen. Powell's rules might be condensed into a few simple phrases, such as "Stay positive" and "Have courage." He developed his philosophy by following his calling, working hard, and holding to his principles. "I didn't start out to be a general," he has said. "I wanted to be a soldier." If leadership means the ability to influence others, then anyone who works in child care and early education *is* a leader."

**8. Parents As Partners and Customers**  
 Cathy Abrahaml. *Texas Child Care Quarterly*, Summer 2010  
 "Parents are indeed our partners in the care and education of children. They are also our customers, and we owe them customer service of the highest quality. By providing superior customer service, we are more likely to retain parents as customers, get referrals for more customers, and resolve problems promptly. Such results free us to provide the best possible care and education of children and serve the community."

**9. Parent Handbooks that Help Sell Your Program**  
*Texas Child Care Quarterly*, Summer 2006  
 "Parents are your paying clients. They need and deserve up-to-date information on how your program uses the money they pay. A comprehensive, readable, and attractive parent handbook is a reassuring tool for parents who are learning to trust you with their children. It's also your protection and defense when questions and grievances arise."

**10. Managing Meetings**  
 Susan Hay. *Exchange*, March/April 2010  
 "Bringing people together in meetings can be one important tool in your program improvement efforts, particularly when relationships need development."

**11. Improving Leadership and Management Practices: One Step at a Time**  
 Jill Bella. *Exchange*, Jul/Aug 2008  
 "As a director you must be able to make continuous improvements without alienating staff by asking them to make drastic changes that seem overwhelming and unachievable. Because many staff feel overworked, overstressed, and underpaid, any change that upsets the status quo is apt to be met with resistance. In order to reduce resistance and get buy-in, you must demonstrate that the change is attainable."

**12. Taking a Thoughtful Approach to Scheduling**  
 Theresa M. Sull. *Texas Child Care Quarterly*, Fall 2004  
 "A daily schedule is like a recipe for optimal child development. All the ingredients - children, parents, other caregivers, directors, teachers, volunteers, cooks, maintenance workers, physical space, and materials - can combine to create a product of high quality. But adults, using their knowledge and experience, can adjust the recipe for the sake of the main ingredient: the child."

Boy, n: a noise with dirt on it.

**13. Thriving in Tough Times: Keeping Your Enrollment Boat Afloat in Low Tide.**

Julie Wassom. *Child Care Information Exchange*, May/June 2004

“Business experts predict that a tight economy, intense competition, and demanding customers will become the norm for at least the next decade. To ride what may be rough waters in your target markets, your commitment to quality must go beyond a beautiful center, a recognized curriculum, and a well-trained staff. Your willingness to take necessary action now can be your life buoy for staying in business at the level you want or maybe even at all.”

**14. Referee or Team Builder? The Director’s Role in Managing Staff Conflict**

Yvonne Jeffries. *Exchange*, Nov/Dec 2004

“Effective directors make expectations as clear as possible. They do not concentrate on feelings and the personal aspect of the relationship. They do not focus on changing attitudes. Instead, they help employees problem-solve so they can get at the root cause of the conflict while managing their emotions. When conflict is managed in this way, employees can afford to view conflict as a natural part of the creative process.”

**15. What to Do When the Money Runs Out: Surviving Tight Times.**

Roger Neugebauer. *Child Care Information Exchange*, 1/02

“When your financial ink turns red, your first thought is often, “Where can we cut back?” This is, in theory, the reasonable thing to do. But, in practice, it may not do the trick. After you exempt those expenditures you are contractually bound to, those you can’t cut without a corresponding reduction in income, and those that would detract noticeably from program quality or staff morale, you often are left with little fat to trim. Nonetheless, in tight times you do need to analyze the savings potential in each line item in the budget to see if there are some real opportunities to absorb some of the red ink.”

**16. Designing a Job Classification and Wage Scale System**

Mary Ann Anthony. *Child Care Information Exchange*, 1/01

“As the American economy continues to grow, creating unprecedented low unemployment across the country, child care center directors are challenged with recruiting and retaining qualified staff in a shrinking labor market. At the same time, the demand for quality child care has never been higher. In this pressured environment, wage rates are often arbitrary, depending upon how desperate the director is to hire or retain or which staff member yells loudest for an increase. Staff morale and loyalty always suffer in this atmosphere of grab what you can, and turnover increases as staff seek higher wages or fairer treatment elsewhere. So what is the solution?”

**17. Okay, Now that We’ve Hired Them...**

Dennis Vicars. *Exchange*, Jan/Feb 2008

“...why do we continue to hire reactively and throw someone into classroom chaos before they even know their way to the bathroom? Why do we assume they will learn the program on the fly and that somehow parents will understand? If we know that directors get the enrollment, but teachers and staff keep the enrollment, why do we leave so much to chance? Only you can answer these questions as to why you don’t have a better, more organized plan for the biggest cost on your Profit & Loss statement. That largest cost is also the long term greatest asset you have for enrollment, program quality, child retention, and annual tuition increases.”

**18. Preparing a Teacher for Management**

Martin Seidenfeld. *Exchange*, Nov/Dec 2007

“True, owners and managers often do need to do some of the hands-on, direct child care work. But all too frequently, new managers use this as a rationalization to largely ignore their managerial responsibilities. To the extent that a manager does the basic work, she is not truly functioning as a manager since, by definition, a manager is someone who gets things done through others. New managers must be made to realize that their future career/business growth will depend on their ability to manage others effectively. If they merely remain proficient workers, they will continue to be workers, even though they have management titles.”

**19. Time Management for Directors**

Ellen Hofstetter Jaffe. *Exchange*, Jan/Feb 2005

“A frequent complaint of center directors is not having enough time. Most work extremely long hours and still feel they are not getting enough done. Yet others seem to have time not only to manage their center but also to volunteer in professional associations, serve on nonprofit boards, and contribute in other ways. How do they do it? Here are some ideas to help you work — as they say — smarter, not harder.”

**20. Marketing for When Your Creativity Is High and Your Budget Is Low.**

Silvana Clark Jaffe. *Exchange*, 7/95, pg. 68

“Early childhood centers frequently look for easy ways to promote and market their facilities and programs. Often the day-to-day logistics of scheduling teachers, ordering supplies, and communicating with parents leaves little time for formal marketing, so creative ideas are needed. Directors, possibly you, hold back, waiting for a bigger budget or more time to market, yet possibilities arise every day to let people know about your facility.”

Children are great imitators.  
Let’s give them something GREAT to imitate.

# FAMILY CHILD CARE BOOKS to BORROW

**21. Business Administration Scale for Family Child Care.**

Teri N. Talan and Paula Jorde Bloom. New York: Teachers College Press, 2009. 44 pgs.

Easy-to-use assessment tool measures: qualifications and professional development, income and benefits, work environment, fiscal management, record-keeping, risk management, provider-parent communication, community resources, marketing and public relations, provider as employer.

**22. Creating Better Family Child Care Jobs: Model Work Standards.**

Peggy Haack. Washington, DC: Center for the Child Care Workforce, 1999. 40 pgs.

Describes components of the family child care work environment that enable providers to do their jobs well and continue on the job for a longer time. Many of these standards rely on a greater public investment, so the book is an educational and organizing tool as well as an assessment and planning tool.

**23. Family Child Care Environment Rating Scale. Revised edition.**

Thelma Harms, Debby Cryer, Richard M. Clifford. New York: Teachers College Press, 2007. 67 pgs.

A simple method for providers to evaluate the quality of their child care home on a 38-item scale covering space and furnishings, personal care routines, listening and talking, activities, interaction, program structure, parents and provider. (English or Spanish)

**24. From Babysitter to Business Owner: Getting the Most Out of Your Home Child Care Business.**

Patricia Dischler. St. Paul, MN: Redleaf Press, 2005. 197 pgs.

Excellent advice on family child care business practices: selecting new clients and retaining valued clients, developing and using a thorough parent handbook, selecting an appropriate and manageable curriculum, creating work spaces in your home, and setting long-term personal and business goals.

Children are like sponges.  
They absorb all your strength  
And leave you limp,  
But give them a squeeze  
And you get everything back.

~Author Unknown

**Redleaf Business Series**

Tom Copeland. St. Paul, MN: Redleaf Press.

**25. Family Child Care Business Planning Guide.**

2009. 85 pgs.

**26. Family Child Care Contracts and Policies: How to Be Businesslike in a Caring**

**Profession. 3rd edition.**

2006. 161 pgs. + 1 CD-ROM.

**27. Family Child Care Legal & Insurance Guide: How to Reduce the Risks of Running**

**Your Business.**

2004. 207 pgs.

**28. Family Child Care Marketing Guide: How to Build Enrollment and Promote Your Business as a Child Care Professional.**

1999. 135 pgs.

**29. Family Child Care Money Management and Retirement Guide.**

2008. 193 pgs.

**30. Family Child Care Record-Keeping Guide.**

8th edition. 2010. 198 pgs.

**31. Family Child Care Tax Workbook and Organizer.**

Updated annually. 241 pgs.

# FAMILY CHILD CARE WEB RESOURCES

**National Association for Family Child Care**

The NAFCC is a non-profit organization dedicated to promoting quality child care by strengthening the profession of family child care.

[Business Center featuring Tom Copeland](#)

**Tom Copeland's Taking Care of Business**

A blog dedicated to family child care professionals focusing on business aspects including record keeping, taxes, contract, legal, insurance, money management and retirement planning.

**YoungStar**

To earn a 3 Star rating in YoungStar, providers must have a budget and show complete, accurate and timely taxes. For budget resources and supporting materials, visit:

[Budget Requirements for YoungStar](#)

# BOOKS TO BORROW FROM CCIC

## Leadership

32. **Circle of Influence: Implementing Shared Decision Making and Participative Management.**  
Paula J. Bloom. Lake Forest, IL: New Horizons, 2000. 82 pgs.

33. **From the Inside Out: The Power of Reflection and Self-Awareness.**  
Paula J. Bloom. Lake Forest, IL: New Horizons, 2007. 111 pgs.

34. **Leadership in Action: How Effective Directors Get Things Done.**  
Paula J. Bloom. Lake Forest, IL: New Horizons, 2003. 111 pgs.

35. **Learning to Lead: Effective Leadership Skills for Teachers of Young Children. 2nd edition.**  
Debra Ren-Etta Sullivan. St. Paul, MN: Redleaf Press, 2010. 138

36. **Making the Most of Meetings: A Practical Guide.**  
Paula J. Bloom. Lake Forest, IL: New Horizons, 2002. 101 pgs.

37. **The Three Rs of Leadership: Building Effective Early Childhood Programs through Relationships, Reciprocal Learning, & Reflection.**  
Julie King Biddle. Ypsilanti, MI: HighScope Press, 2012. 100 pgs.

38. **Winning Ways for Early Childhood Professionals: Becoming a Team Player.**  
Gigi Schweikert. St. Paul, MN : Redleaf Press, 2012. 87 pgs.

39. **Winning Ways for Early Childhood Professionals: Being a Professional.**  
Gigi Schweikert. St. Paul, MN : Redleaf Press, 2012. 69 pgs.

40. **The Visionary Director**  
Margie Carter. St. Paul, MN : Redleaf Press, 1998. 283 pgs.

A rose can say "I love you",  
orchids can enthrall,  
but a weed bouquet in a chubby fist,  
yes, that says it all.

~Author Unknown

## Organizational Management

41. **The Art of Leadership: Managing Early Childhood Organizations.**  
Bonnie and Roger Neugebauer, editors. Redmond, WA: Exchange Press, 1998. 354 pgs. in two volumes.

*Child Care Information Exchange* is one of the very best magazines for child care administrators, and this two-volume set includes 81 of the magazine's best articles on effective management of early childhood programs.

42 **The Practical Guide to Quality Child Care.**  
Pamela Byrne Schiller and Patricia Dyke. Beltsville, MD: Gryphon House, 2001. 192 pgs.

This comprehensive but clear and easy-to-read handbook provides specific guidelines for virtually every aspect of early childhood administration.

43. **What You Need to Lead an Early Childhood Program: Emotional Intelligence in Practice.**  
Holly Elissa Bruno. Washington, DC: NAEYC, 2012. 306 pgs.

Covers all the standard early childhood administration topics with an emphasis on exploring the human side of management and the critical role of emotional intelligence in effective leadership.

## Financial Management

44. **The Bottom Line for Children's Programs: What You Need to Know to Manage Money. 5th edition.**

Gwen G. Morgan and Bess R. Emanuel. Beltsville, MD: Gryphon House, 2010. 276 pgs.

Stating that budget is policy, this financial handbook tells you, clearly and simply, what you need to know to manage the money in a program for children. Includes forms, worksheets, checklists, samples, and case studies.

45. **Not Just Small Change: Fund Development for Early Childhood Programs.**

Roberta L. Bergman. Redmond, WA: Exchange Press, 2010. 147 pgs.

Gives detailed advice and real-world examples to teach successful fundraising and grant-writing. Covers fundraising events, direct mail appeals, how to find foundation and government grants and prepare proposals, how to identify people in a community most likely to contribute to a child care program, and how to ask them for money.

46. **Managing Money: A Center Directors Guidebook**  
Best of Exchange Collection. Redmond, WA: Exchange Press Inc, 2007. 169 pgs.

G  
R  
O  
U  
P  
  
C  
H  
I  
L  
D  
C  
A  
R  
E

# BOOKS TO BORROW con't.

## Personnel Management

47. **Blueprint for Action: Achieving Center-Based Change through Staff Development. 2nd ed.**  
Paula J. Bloom. Lake Forest, IL: New Horizons, 2005. 305 pgs

48. **Creating Better Child Care Jobs: Model Work Standards for Teaching Staff in Center-Based Child Care. 2nd ed.**  
Washington, DC: Center for the Child Care Workforce, 1999. 31 pgs.  
Good care for children depends on good child care jobs. This book describes in detail the high-quality work environment required for good child care, and tells how you can enlist the wider community to help you get the resources you need to reach those high goals in your workplace.

49. **The Early Childhood Coaching Handbook.**  
Dathan D. Rush and M'Lisa L. Shelden. Baltimore, MD: Paul H. Brookes, 2011. 220 pgs.

50. **A Great Place to Work: Improving Conditions for Staff in Young Children's Programs. Revised edition.**  
Paula J. Bloom. Washington, DC: NAEYC, 1997. 84 pgs.

51. **The Right Fit: Recruiting, Selecting, and Orienting Staff.**  
Kay M. Albrecht. Lake Forest, IL: New Horizons, 2002. 126 pgs.

## Program Planning & Evaluation

52. **Program Administration Scale: Measuring Early Childhood Leadership and Management.**  
Teri N. Talan and Paula J. Bloom. New York: Teachers College Press, 2004. 76 pgs.  
This scale measures the leadership and management practices of center-based early childhood programs. It looks at 25 items grouped in 10 categories: human resources development, personnel cost and allocation, center operations, child assessment, fiscal management, program planning and evaluation, family partnerships, marketing and public relations, technology, staff qualifications.

## Family Partnerships

53. **From Parents to Partners: Building a Family-Centered Early Childhood Program.**  
Janet Keyser. St. Paul, MN: Redleaf Press, 2006. 155 pgs.  
Focuses on communication tools such as newsletters, bulletin boards, parent conferences, special events, and support networks to keep family members involved in a child's care and education.

54. **Winning Ways for Early Childhood Professionals: Partnering with Families.**  
Gigi Schweikert. St. Paul, MN: Redleaf Press, 2012. 79 p.  
How to incorporate family goals, values, and priorities into your program's culture as you build mutually respectful relationships and lasting partnerships.

## Marketing

55. **The Ultimate Child Care Marketing Guide: Tactics, Tools, and Strategies for Success.**  
Kris Murray. St. Paul, MN: Redleaf Press, 2012. 240 pgs.  
Practical advice, tools, exercises, and case studies to help a child care center find and retain the best customers and keep their program fully enrolled.

## Inspiration

56. **For the Love of Children: Daily Affirmations for People Who Care for Children.**  
Jean Steiner and Mary Steiner Whelan. St. Paul, MN: Redleaf Press, 1995. 382 pgs.  
If all the details of developing and administering a child care center start to get you down, the little stories in this book--one for each day of the year--will quickly refresh your spirit and remind you of why your efforts for children are so very worthwhile.

G  
R  
O  
U  
P  
C  
H  
I  
L  
D  
C  
A  
R  
E

We worry what a child will become tomorrow,  
yet we forget that he is someone today.

# VIDEOS TO BORROW FROM CCIC

57. **Child Care Administration: Tying It All Together.**  
NAEYC, Ball State University, 1994. DVD or VHS, 28 min. Eng/Span

58. **Expect Male Involvement: Recruiting & Retaining Men in ECE.** Chattahoochee Technical College, 2009. DVD, 40 min.

59. **VOICES: Insights From the Field. Building Enrollment.** Exchange Press, 2011. DVD, 54 min.

60. **VOICES: Insights From the Field. Supporting Teacher Performance.** Exchange Press, 2011. DVD, 69 min.

We find a delight in  
the beauty and  
happiness in children,  
that makes the heart  
too big for the body.

~ Ralph Waldo Emerson

## TRAINING CALENDARS

Registry T-NET Statewide  
Training Calendar

[the-registry.org/myregistry/default.aspx](http://the-registry.org/myregistry/default.aspx)

YoungStar Regional  
Training Calendar

[supportingfamilies.together.org/  
uploads/YSRegionalTrainings.pdf](http://supportingfamilies.together.org/uploads/YSRegionalTrainings.pdf)

WI Model Early  
Learning Standards Training

[collaboratingpartners.com/wmels-  
training-opportunities.php](http://collaboratingpartners.com/wmels-training-opportunities.php)

WI Early Childhood  
Association Trainings

[wisconsinearlychildhood.org/training](http://wisconsinearlychildhood.org/training)

ORD  
H  
Z  
G  
H  
Z  
H  
Z  
O

### WI CHILD CARE PROFESSIONALS!

The Child Care Information Center (CCIC) is a free mail-order lending library and information service for anyone in WI working in the field of child care and early childhood education. CCIC has worked since 1986 to provide quality resources to match the needs of early care and education professionals, educators, and parents.

### READY TO ORDER?

1. Which newsletter issue are you looking at & what are the item numbers?
2. When do you need them?
3. Who are you? We will need your name, center name, address, and phone number.
4. Need something not on the list? Call us and let us find it for you!

### LIBRARY LOAN PERIODS

- ARTICLES ARE YOURS TO KEEP!
- 1 week for DVD's
- 2 weeks for *all* other items

### TOO BUSY TO SEARCH ONLINE?

Just give us a call, let us know what you'd like more information on, and we will customize a package with the resources we have available for loan as well as recommendations on where you might find further information regarding your topic.

**STATEWIDE TOLL-FREE**  
**1-800-362-7353**

**MAIL:**  
Child Care Information Center  
2109 S Stoughton Rd  
Madison, WI 53716

**LOCAL:** 608-224-5388  
**EMAIL:**  
[ccic@dpi.wi.gov](mailto:ccic@dpi.wi.gov)

**FAX:** 608-224-6178  
**WEBSITE:**  
[www.ccic.wi.gov](http://www.ccic.wi.gov)