



EARLY EDUCATION
Business | Real Estate | Brokers

BOOSTING ENROLLMENT WHEN YOUR PROGRAM NEEDS IT MOST

Presented by: Kathe and Molly Petchel

Broker Support & Business Development at HINGE Brokers

Sponsored by:





Kathe and Molly Petchel

*Broker Support & Business Development
at HINGE Early Education Brokers*

This dynamic duo are your go-to gals for childcare business support. From Kathe's extensive staffing knowledge to Molly's hands-on marketing approach, they know what it takes to build and grow strong early education programs. And, at HINGE Brokers, they assist on a range of broker support and business development tasks—from conducting valuations and cultivating new contacts to working as a liaison with sellers by supporting with staff and parent transitions and helping maintain the health of sellers' businesses. Kathe and Molly make each transaction seamless.

Mpetchel@hingebrokers.com

Kpetchel@hingebrokers.com

TODAY'S AGENDA

- The State of Our Industry
- Measuring Your Recovery
- Lifetime Value of a Customer
- Marketing vs. Sales
- Key Marketing Points
- 5 Marketing Strategies to Implement By Monday
- What Gets Inspected Gets Respected: Figure 8

POLL #1

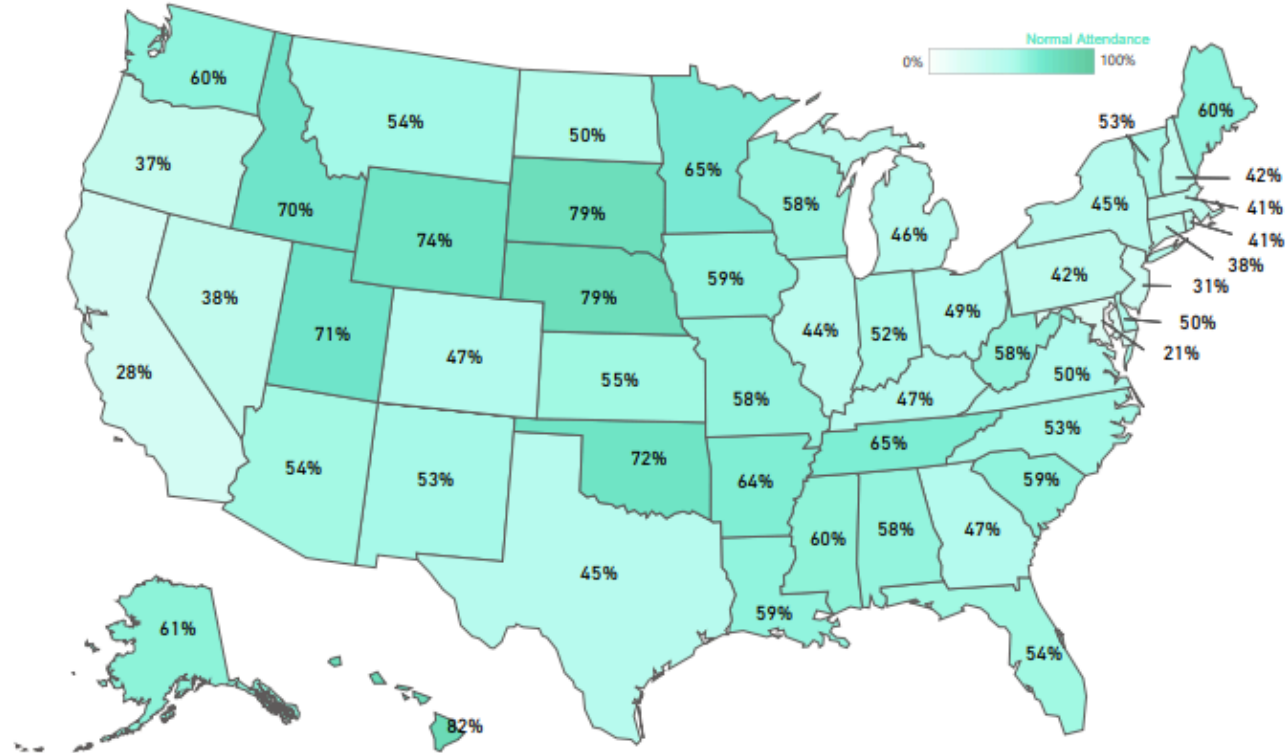
COVID-19 Impact | United States

* Seasonally Adjusted - See Addendum



How close are states to getting back to normal attendance?

Week of 9/21 compared to week of 3/2 (before COVID-19)



COVID-19 Impact | Virginia

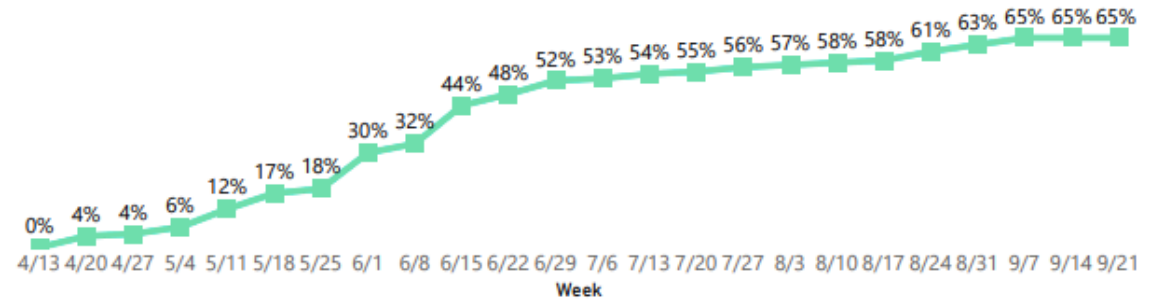
* Seasonally Adjusted - See Addendum



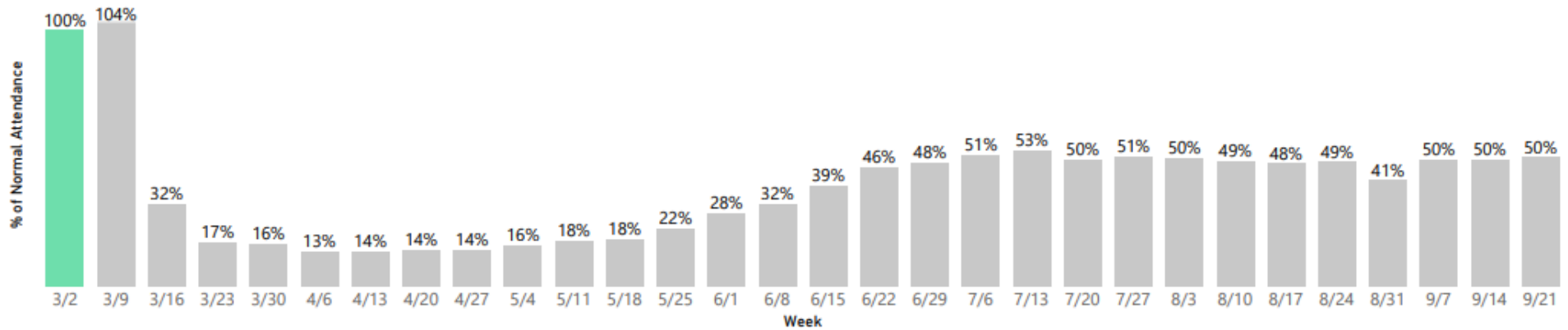
What percent of centers did not fully close?



Of the centers that closed, what percent have reopened?



How close are centers to getting back to normal attendance?



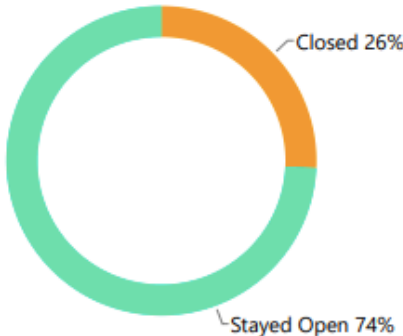
© Copyright 2020 Procure Software®, LLC - all rights reserved. This data includes only child care centers using Procure Solutions' software and is not necessarily a statistical representation of the entire state.

COVID-19 Impact | Minnesota

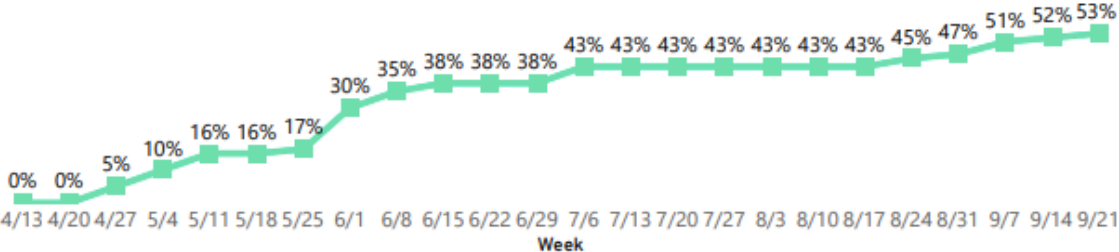
* Seasonally Adjusted - See Addendum



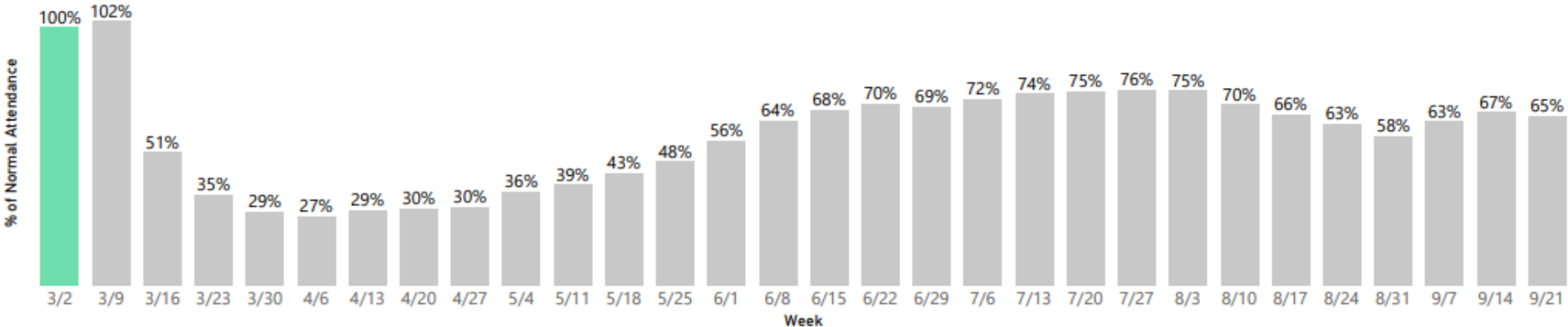
What percent of centers did not fully close?



Of the centers that closed, what percent have reopened?



How close are centers to getting back to normal attendance?



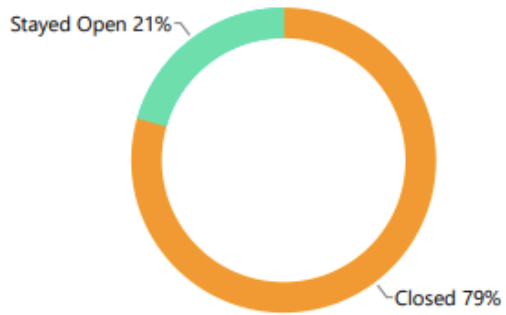
© Copyright 2020 Procure Software®, LLC - all rights reserved. This data includes only child care centers using Procure Solutions' software and is not necessarily a statistical representation of the entire state.

COVID-19 Impact | California

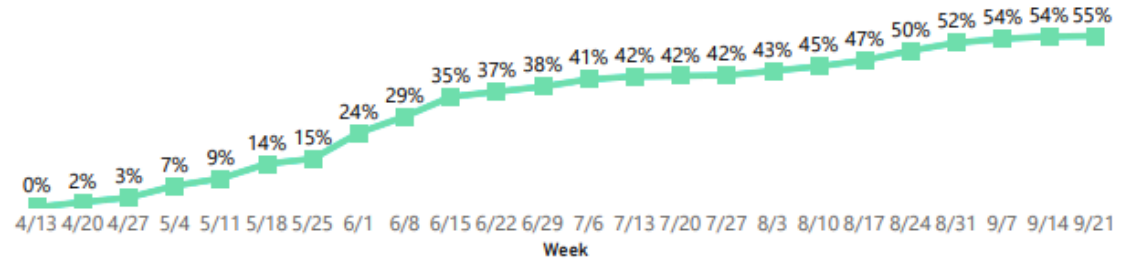
* Seasonally Adjusted - See Addendum



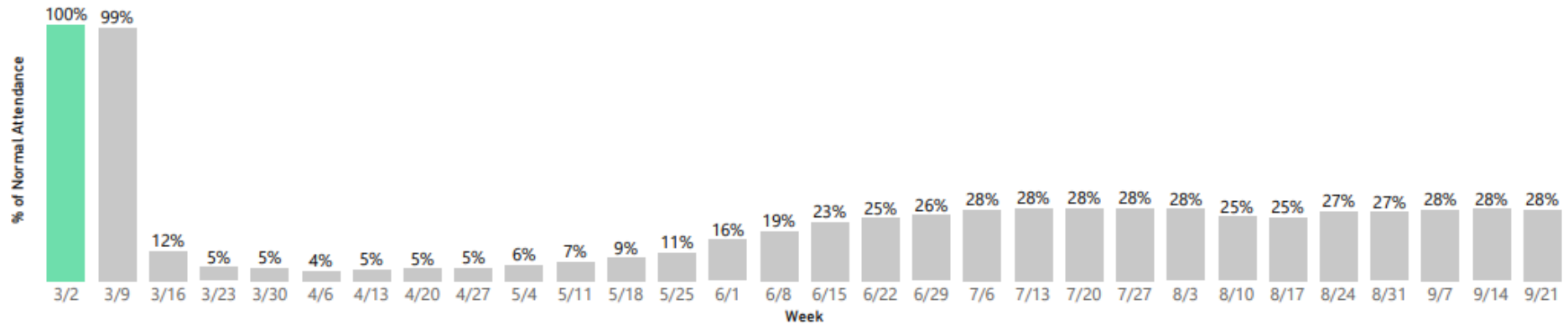
What percent of centers did not fully close?



Of the centers that closed, what percent have reopened?



How close are centers to getting back to normal attendance?



© Copyright 2020 Procure Software®, LLC - all rights reserved. This data includes only child care centers using Procure Solutions' software and is not necessarily a statistical representation of the entire state.



RECOVERY DEFINITION

October 2020 vs October 2019

- Use enrollment FTE's
- Students per age group
- Revenue comparison (do not count PPP loan or grants)

Easy FTE formula (Full Time Equivalents)

- 1 FT = 1
- Any PT = .5

*** Factor in COVID group size protocols**

LET'S SHIFT INTO ENROLLMENT



LIFETIME VALUE OF A CUSTOMER

3-year-old rate (\$1,205) x 12 months

\$14,460

Multiply by average stay of years (3)

\$43,480

Multiply by # of children in average family (2)

\$86,760



NO MONEY = NO MISSION



Playground Upgrades



Teacher Pay Increases



Better Quality for Kids



MARKETING VS SALES

Marketing:

Getting your leads to initiate contact.



Sales:

Once initial contact is made, the lead becomes a business prospect and ultimately purchases your service.



KEY MARKETING POINTS

- You should never have to go back to basics.
- Proper Planning Prevents Poor Performance (Measurable Goals)
- Done is better than perfect.
- Don't forget to shout it from your rooftops!





5 STRATEGIES TO IMPLEMENT BY MONDAY

POLL #2

1. KNOW TRUE CURRENT OPENINGS

Hint: Don't hold any spots!

- By age group
- Create waitlists and regularly call, follow up with email, implement two way text
- Get parent commitments on return date and regularly communicate
- Don't hold spots- First come first serve (even for former families)
- Use urgency as a tool AFTER reassuring safety and quality program and staff

2. MINE YOUR LISTS

- Pizza Party Phone Outreach with Staff and Directors
- Key teachers call parents to assure safety practices are in place and to instill confidence
- Give them specific talking points- COVID, USPs, teacher introductions, new curriculum
- Coach them on asking for a return/start date
- Paint a picture of the fun the children are having

3. LISTS TO MINE

- Families that were enrolled pre COVID.
 - Start with March 2020 and go backwards at least one full year.
- Former families.
 - Many schools are closed or struggling with reopening.
- Families that enrolled elsewhere.
 - Many schools are permanently closed or struggling as they have reopened.

4. IMPLEMENT HYGIENE PRACTICES

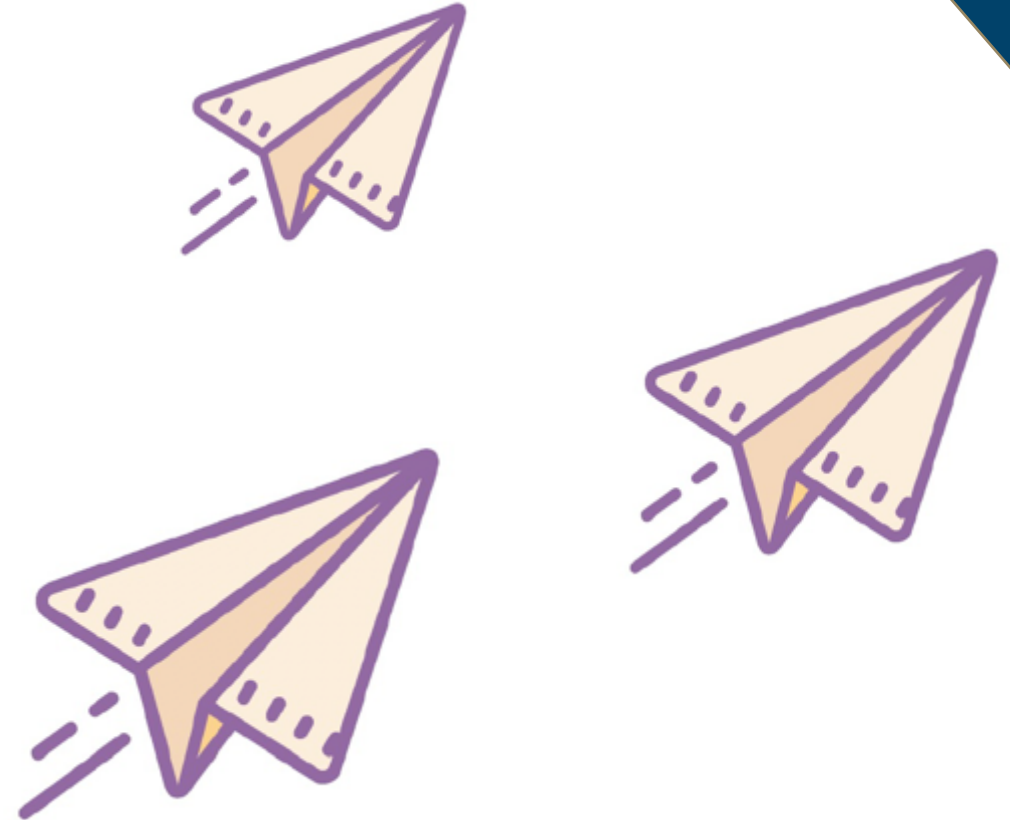
- ‘Sanitary’ protocols marketing roll out in tour packets, website, CRM, YouTube, Facebook. Essentially market your adapted policies.
- Show off your supplies on tours. Show you are prepared!
- Elevator speech for tours on post COVID-19 policies and procedures.
- Add Hygiene Signs to your Tour Stops.



POLL #3

5. PAPER YOUR TOWN

- Don't be afraid of print!
- Flyers: "We're Open!"
- Banners on Your Building
- Yard Signs
- Post Cards
- Partner with local restaurants



BONUS!

USE URGENCY WITH PROMOTIONS

- 2 weeks free if you enroll by xx/xx/xxxx
- Discount for first 3 months (always have expiration date)
- Double or Triple referral fee

FIGURE 8: IS YOUR BUILDING PARENT-READY?

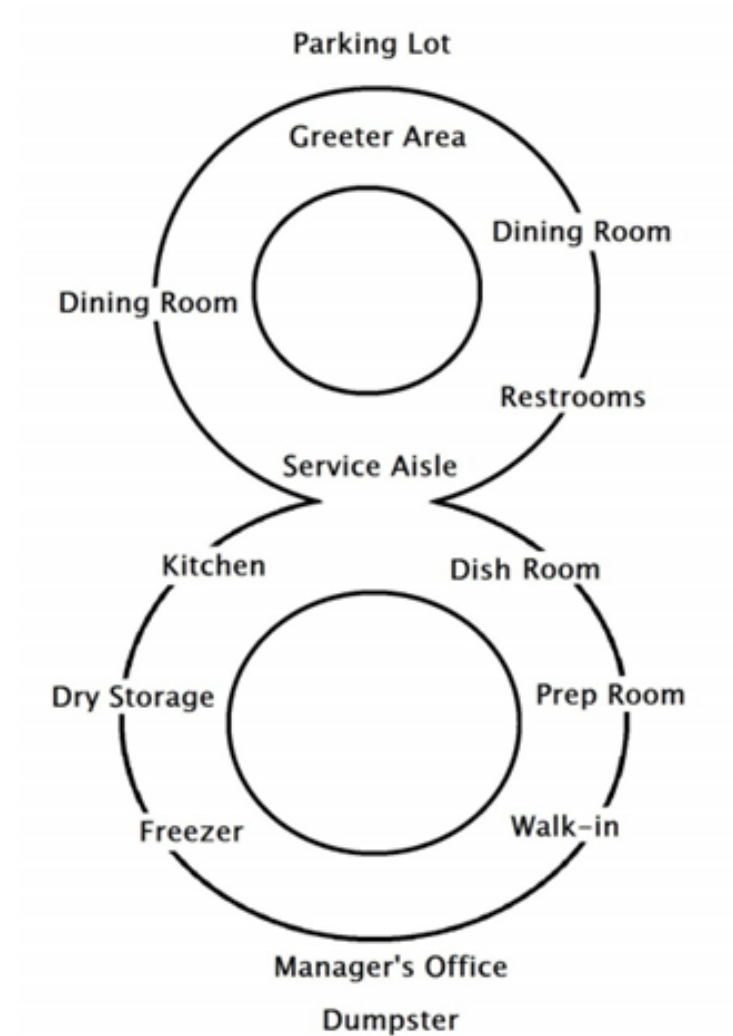


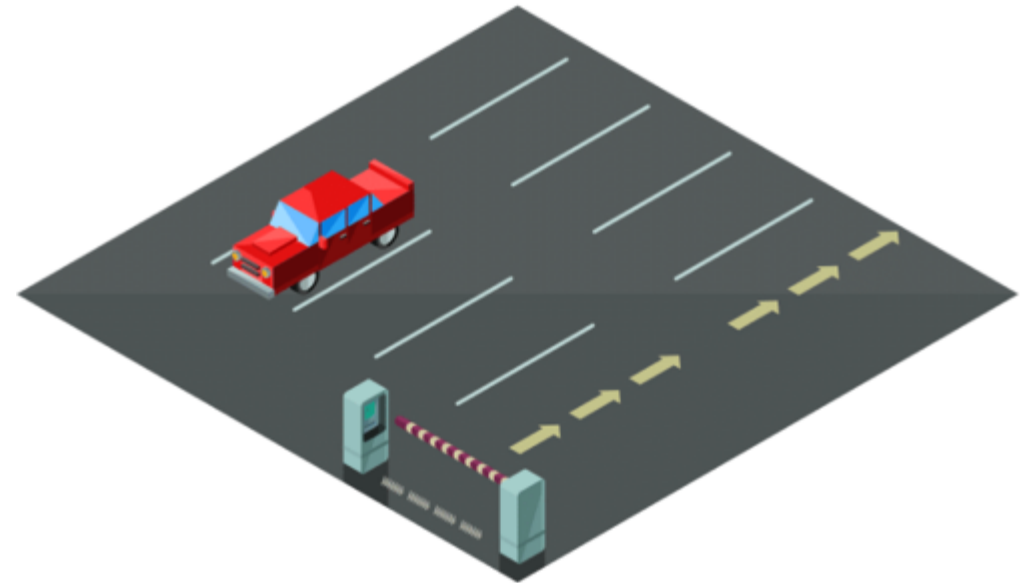
FIGURE 8: POST-COVID 19

- There has been less focus on curb appeal since COVID-19.
- Staff less focused on building with less visitors at school and more focused on implementing new COVID policies.
- Focus on both!



PARKING LOT, ENTRANCE & EXTERIOR

- Parking lines freshly painted
- No cob webs
- Exterior welcome mat
- Dumpster cleaned and not overfilled
- No playground toys over the fence
- Fresh pumpkins or flowers planted
- Banner or Flag



PLAYGROUND

- Exterior window sills wiped
- Mulch plentiful (not bare minimum)



LOBBY

5 senses:

- Smell: Baked goods or cinnamon crockpot, fresh flowers or plants.
- Taste: Baked goods!
- Sight: Clutter free.
- Touch: Everything clean! No dirty handles when you open the doors.
- Hear: Alexa with soft lobby music.

HALLWAY

- Fresh Eyes!!
- No tape or staples in wall
- No chipped paint



LAUNDRY ROOM & CLOSETS

- Show off your cleaning supplies.
- Make sure it is organized and room is clean.



CLASSROOM

- Evidence of continual cleaning (room sparkles, signs and clutter free)
- Pods or cohort groups and appropriate social distancing while still nurturing
- Highlight individual activities and spaces for belongings
- Highlight schedules that allow students as much outdoor time as possible





EARLY EDUCATION
Business | Real Estate | Brokers

**THANK YOU FOR YOUR
PARTICIPATION!**

www.hingebrokers.com

kpetchel@hingebrokers.com

mpetchel@hingebrokers.com

