Opportunities Exchange

Child Care Management Software & Marketing

April, 2024

WHY MARKETING?

The Iron Triangle is a concept designed to help child care businesses focus on key metrics related to business success: full enrollment; full fee collection; and, revenues covering cost per child.

In order to achieve full enrollment, child care providers need to ensure that they both retain families already enrolled and make themselves known to families that are seeking child care. Marketing is a way to reach families that might enroll in the future and several tasks related to marketing to new families, ensuring current families are satisfied, and managing enrollment can be supported by use of a Child Care Management Software (CCMS) system.

HOW USE OF A CCMS SUPPORTS FULL ENROLLMENT

ENROLLMENT TRACKING/PREDICTIVE FORECASTING

- **Do you know how many vacancies you have today?**
- **By age group? By schedule (full-time or part-time)?**
- **Do you know when children will age out of your program or out of a classroom?**

CCMS can help you see at a glance how fully enrolled classrooms are and some can show these data into the future—based on child birth dates and other triggers for room changes.

EFFICIENT AND EFFECTIVE ENROLLMENT PROCESS

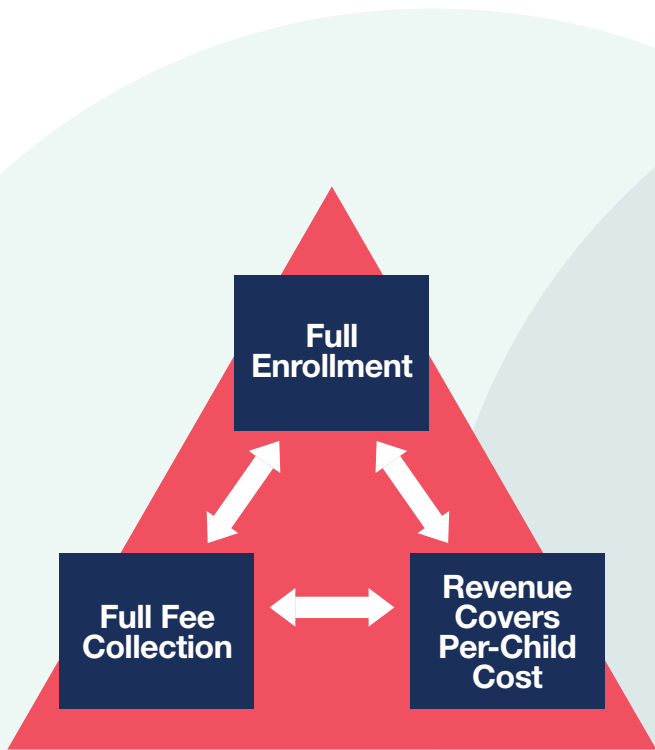- **How easy is it for parents to enroll in your program**?

With a CCMS, families can complete forms and enroll online. This helps to make the enrollment process easier and means that you/your staff don't have to enter data taken from paper forms into the computer for tracking purposes.

You can embed your CCMS "enroll here" link within your website and all other social media sites so that families can enroll from multiple locations online.

WAITLIST MANAGEMENT & COMMUNICATIONS

- **Do you know who is on your waiting list?**
- **What ages their children are?**
- **If they are still interested in enrolling?**

A CCMS gives you immediate access to this data set and can also automate email and/or text messages to some or all waitlisted families to keep them interested in your program and to remind them to disenroll from the waitlist, as appropriate.

The Iron Triangle

- Full Enrollment
- Full Fee Collection
- Revenue Covers Per-Child Cost