



# Scaling Success: Shared Services on the Move in Florida

Presented by Kate Byrne and Raquel Perez,  
*Early Learning Shared Service Alliance*



*Phoenix, Arizona | October 2-4, 2023*



# ELSSA SERVICE MODEL



**Staff Recruitment**



**Bookkeeping & Financial Reporting**



**Marketing & Enrollment Mgmt**



**Payroll Processing**



**Business Coaching**



**Tax Preparation**



**Childcare Mgmt Software**



**HR/Legal Support**

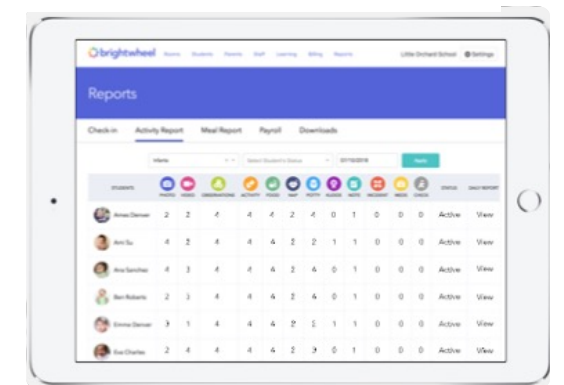
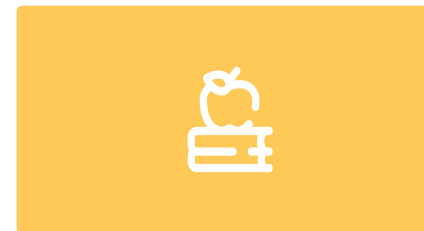
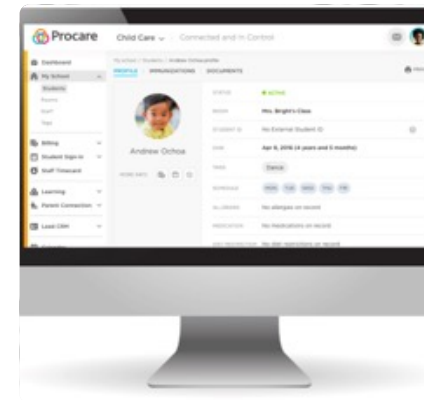
# STAFF RECRUITMENT

- Provide full-time dedicated childcare staff recruiters
- Advertise open positions
- Phone-screen applicants
- Present and schedule qualified candidates
- Organize & attend job fairs
- Provide 45-day check-ins with new hires to provide feedback to programs & improve retention
- Exit interviews



# CHILDCARE MANAGEMENT SOFTWARE

- Online Enrollment Tracking
- Lead Management for Parent Inquiries
- Child Check-in/Check-out
- Staff Check-in/Check-out
- Automated Billing and Collection
- Attendance Reporting
- Child Record Keeping
- Parent Engagement App
- Food Program Record-Keeping
- Lesson Planning





**Greater Tomorrow  
Christian Academy**

## ENROLLING

Before & After School Program  
Infants, Toddlers, Preschoolers  
4C School Readiness Accepted

**BOOK TOUR**

407.841.3866



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## PRESCHOOL Registration!



Mcneil's Preschool Home provides a play-based learning environment with a highly trained teacher that is committed to creating passion for life learning, and providing a safe environment.

### A CREATIVE LEARNING PROGRAM FOR CHILDREN AGES 3-10

Wednesday 10/12  
10am - 2pm  
Thursday 10/13  
3pm - 7pm


- School readiness (4C)
- Free VPK




## GMA'S CHILDCARE & LEARNING CENTER

is participating in the U.S. Department of Agriculture's  
**Child Care Food Program!**





### U.S. Department of Agriculture's Child Care Food Program!

Income Eligibility Guidelines July 1, 2022-June 30, 2023

HOUSEHOLD SIZE	FREE MEALS			REDUCED-PRICE MEALS		
	Annual	Monthly	Weekly	Annual	Monthly	Weekly
1	17,667	1,473	340	25,142	2,096	484
2	23,803	1,984	458	33,874	2,823	652
3	29,939	2,495	576	42,606	3,551	820
4	36,075	3,007	694	51,338	4,279	988
5	42,211	3,518	812	60,070	5,006	1,156
6	48,347	4,029	930	68,802	5,734	1,324
7	54,483	4,541	1,048	77,534	6,462	1,492
8	60,619	5,052	1,166	86,266	7,189	1,659
For each add'l. add:	+6,136	+512	+118	+8,732	+728	+168

Children who are members of households receiving Food Assistance Program or TANF benefits, children enrolled in Head Start or Early Head Start, & foster children are automatically eligible to receive free meals with appropriate documentation.

407.694.6381 | 2385 West Church St. Orlando FL 32805

# MARKETING & ENROLLMENT MANAGEMENT

Full-time Digital Marketing Manager provides members:

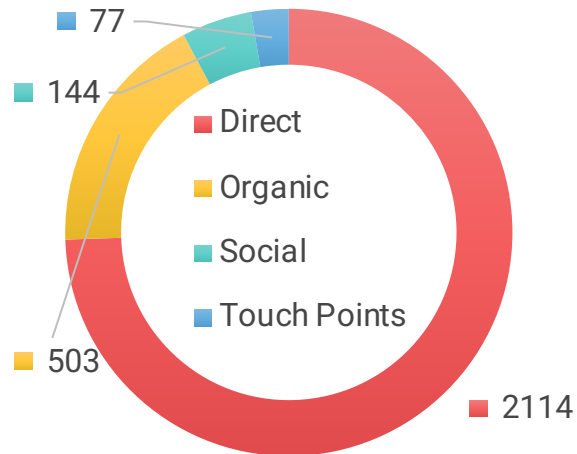
- Website creation: 28 sites created to date
- Search engine optimization
- Social media marketing
- Digital paid advertising
- Event-specific advertising

# Organic Marketing Efforts: Cub Academy

4 Months Progress: Nov 2022 – Feb 2023

2,761

Organic Website Traffic



19,258

Social Media Views  
Across Facebook & Instagram

+12

Followers  
Facebook

+29

Followers  
Instagram



# Paid Marketing Efforts: Cub Academy

4 Months Progress: Nov 2022 – Feb 2023

**\$299.42**

Average Cost / Enrollment

**\$272**

Average Weekly Tuition Rate

Google Paid Ads

**\$2,694.79 Ad Spend**

**4,450 Impressions**

**360 Clicks**

**172 Engagements**

**9 Enrollments**



**gusto**

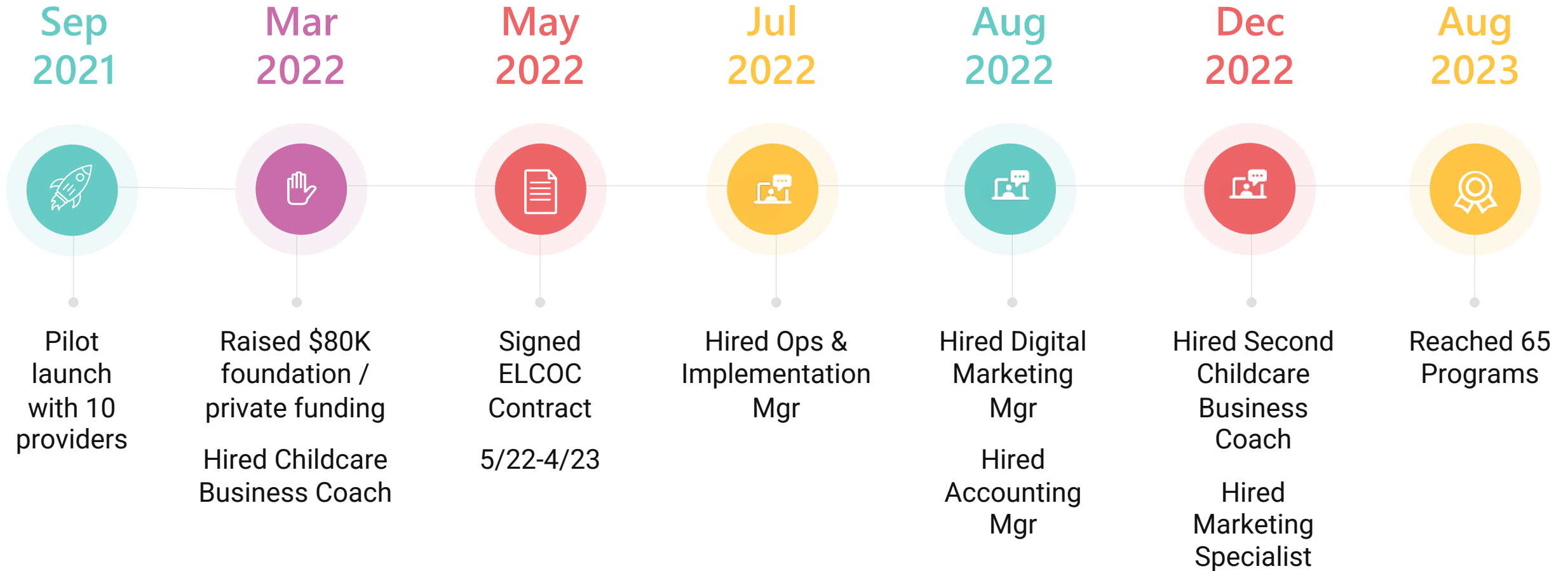
## FINANCIAL MANAGEMENT

- Bookkeeping – QuickBooks Online (9 Providers)
- Gusto Payroll – Integrates with Procure (9 Providers)
- Financial Projections & Strategic Planning
- Benefits Management (Certified ACA Counselors)



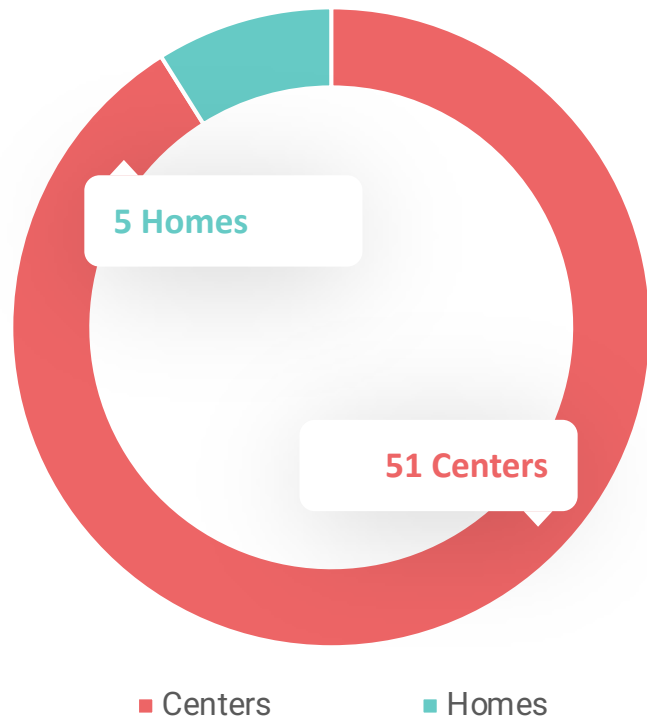


# ELSSA Timeline

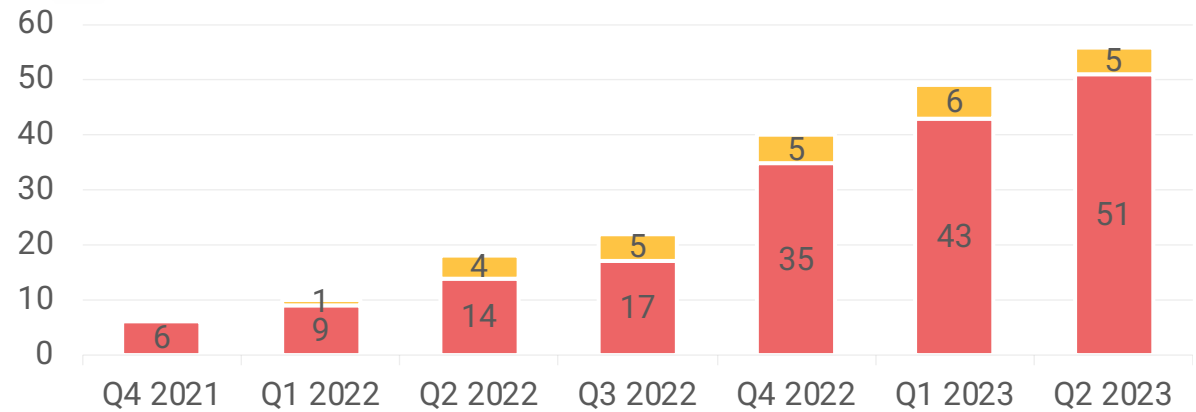


# ELSSA Programs Served

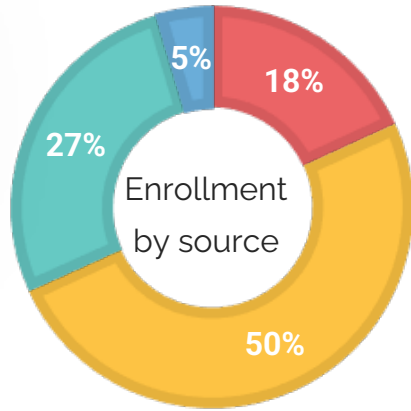
Home vs. Center Ratio



52 Programs  
SERVED TODAY



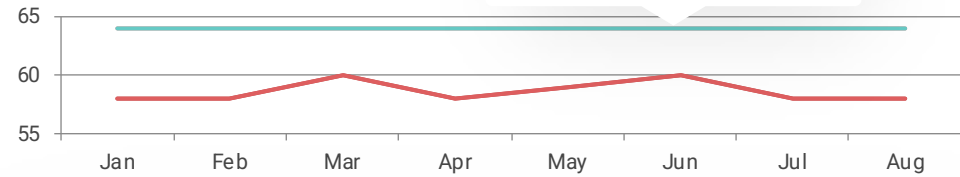
### Teacher Wages



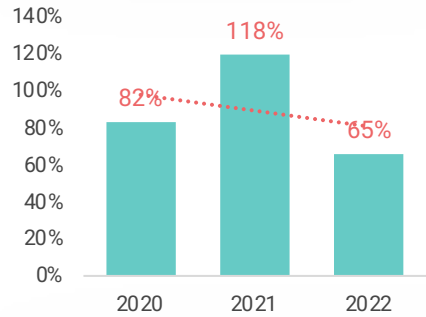
- Employee Referral
- Internet
- LegUp
- Sibling Referral

### Enrollment Capacity Utilization

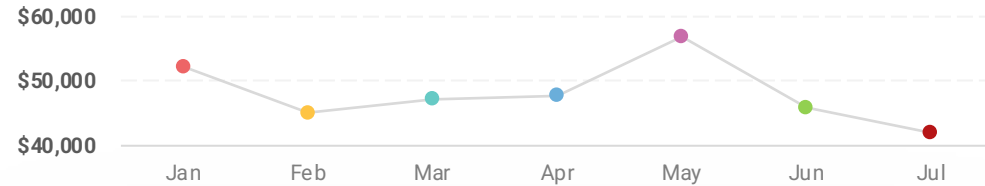
Enrollment Goal: 64  
Avg. 92% Full



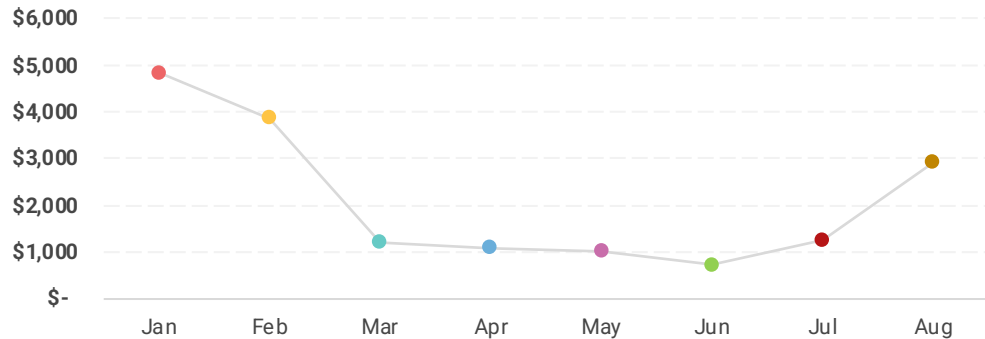
### Staff Turnover



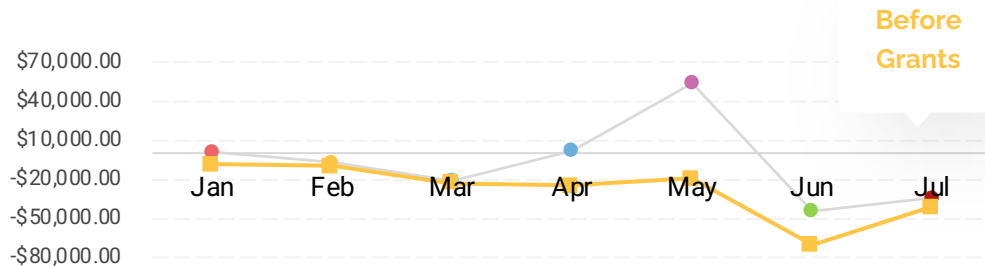
### Program Revenue



### Outstanding Accounts Receivable



### Net Profit



# Next: ELSSA Expansion

- **Strategy based on non-profit "Franchise" model**
  - Franchisor = ELSSA
  - Regional Partner = Franchisee with local Alliance Members
  - Alliance Members = local Childcare Providers
- **ELSSA provides Regional Partner "Franchisee" with:**
  - Start-up implementation services with documented Standard Operating Procedures (SOPs)
  - Ongoing ELSSA services for Alliance Members through Regional Partner
    - Tier 1 – Cost effective vended services (ex: Childcare Management Software)
    - Tier 2 - Centralized shared services (ex: Staffing Services, Bookkeeping, Marketing)
    - Tier 3 - Local Base support (ex: Business Coaching)
- **ELSSA "Franchisor" receives from Regional Partner:**
  - Data on enrollment, staffing, financial performance, other outcomes
  - Fees for implementation and ongoing services - TBD



# ELSSA Expansion Phases

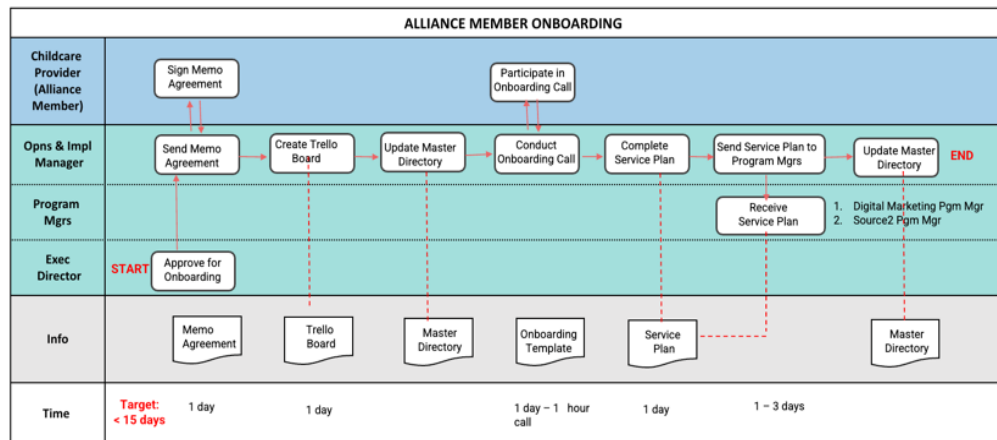


# ELSSA Standard Operating Procedures (SOPs)

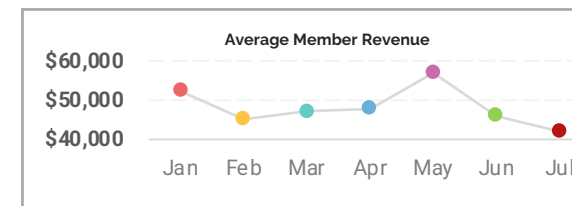
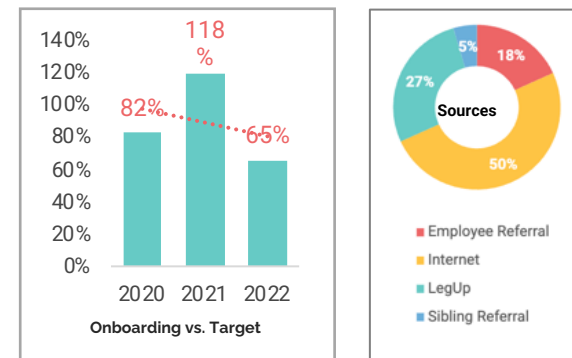
## Process Description

Process Name	Alliance Member Onboarding
Process Purpose	Activate Alliance Member and implement ELSSA services
Desired Results Outcomes	<ul style="list-style-type: none"> <li>Alliance Member core team has access to appropriate tiers of ELSSA services</li> <li>Alliance Member core team is trained in use of ELSSA services</li> <li>Data is flowing between Alliance Member and ELSSA: financials, outcomes, marketing statistics, dashboard content, etc.</li> </ul>
Timeline	15 business days from Executive Director approval to onboard
Participants	<ul style="list-style-type: none"> <li>Alliance Member / ChildCare Provider core team</li> <li>ELSSA Operations and Implementation Manager</li> <li>ELSSA Program Managers</li> <li>ELSSA Executive Director</li> </ul>
Process Metrics	<ul style="list-style-type: none"> <li>Days to complete onboarding</li> <li>Number of services live and active vs. Target</li> <li>Number of trained users vs. Target</li> </ul>
Completion Criteria	Alliance Member core team target users are trained and active
Templates	Memo agreement, Trello board, Master Directory, Onboarding template, Service Plan
Data Management	<ul style="list-style-type: none"> <li>Sharepoint site by Alliance Member with limited access</li> <li>Full access for ELSSA staff</li> </ul>
Integration with other Processes	<ul style="list-style-type: none"> <li>Orientation</li> <li>implementation of Tier 1, Tier 2 and Tier 3 services</li> </ul>

## Process Map



## Metrics, Targets and Dashboard



## Standard Templates

Alliance Member Onboarding	
Template	Link to current ELSSA version location
Memo Agreement	<a href="https://ELSSA.templates.Partner.Memo.2.1.1">https://ELSSA.templates.Partner.Memo.2.1.1</a>
Trello Board	<a href="https://ELSSA.templates.Partner.Trello.1.3">https://ELSSA.templates.Partner.Trello.1.3</a>
Master Directory input or change	<a href="https://ELSSA.templates.Partner.MasterDirectory.change.1.7">https://ELSSA.templates.Partner.MasterDirectory.change.1.7</a>
Onboarding Call template	<a href="https://ELSSA.templates.Partner.OnboardingCall.2.2">https://ELSSA.templates.Partner.OnboardingCall.2.2</a>
Service Plan	<a href="https://ELSSA.templates.Partner.ServicePlan.2.1.4">https://ELSSA.templates.Partner.ServicePlan.2.1.4</a>





# CONTACT

## ELSSA

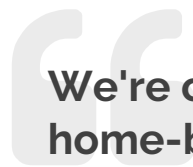
For more information, contact

**Kate Byrne - ELSSA Executive Director**

■ [kate@earlylearningservices.org](mailto:kate@earlylearningservices.org)

■ [EarlyLearningServices.org](http://EarlyLearningServices.org)

■ (407) 484-1444



We're on a mission to provide childcare centers and home-based providers with centralized back-office support, so that providers can grow their businesses, achieve financial stability and focus on quality programming and education.





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NOW!**



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