



PROVIDER  
TECHNICAL  
ASSISTANCE  
TOOLKIT

**ocaeyc**

Orange County Association for the  
Education of Young Children



**This toolkit is a collection of  
resources for providers to use to  
learn about business issues in  
our field and identify  
approaches for addressing them.**



# CHILD CARE PROVIDER BUSINESS RESOURCES

## ORANGE COUNTY COVID-19 BUSINESS RELIEF ASSISTANCE

Are you a child care provider in Orange County that is seeking assistance to rebuild your business? Check out the organizations that are available to assist you!

### U.S. Small Business Association Orange County District Office

<https://ociesmallbusiness.org/orange-county/>

(714) 550-7420

### Small Business Development Corporation of Orange County

<https://sbfdoc.org/>

(714) 571-1900

### SCORE

Small Business Mentorship and  
Funding Opportunities

<https://www.score.org>

### California Small Business Covid-19 Relief Grant Program (through 5/4/21)

<https://careliefgrant.com/>

888-612-4379



Orange County Association for the  
Education of Young Children

Email:

[info@ocaeyc.com](mailto:info@ocaeyc.com)

Do you see yourself as a business?

Do you understand cash flow  
projections?

Do you want to expand your program?

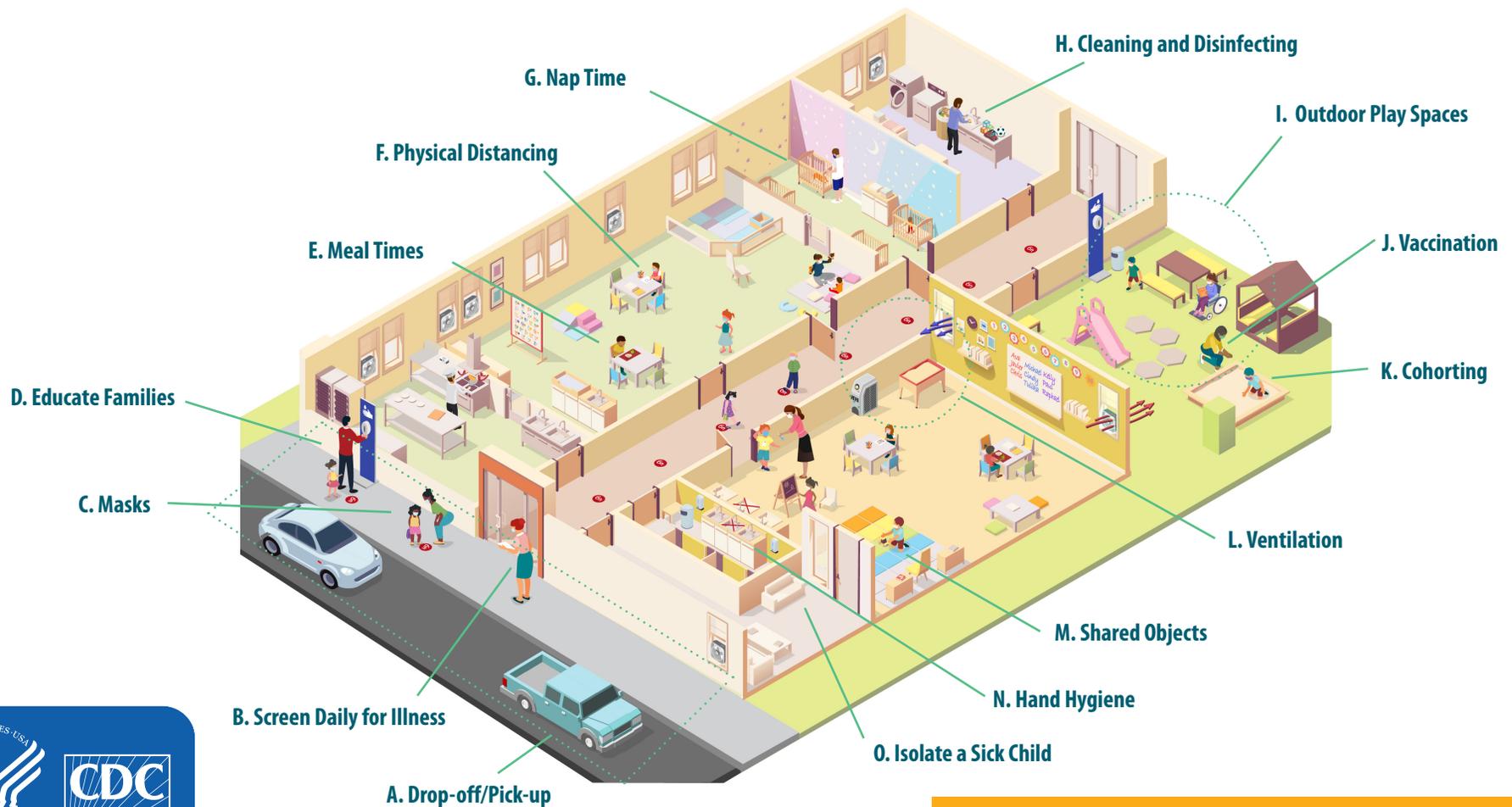
Can you use free resources to  
strengthen your business practices?

# QUICK GUIDE: HELP PROTECT YOUR CHILD CARE CENTER FROM COVID-19

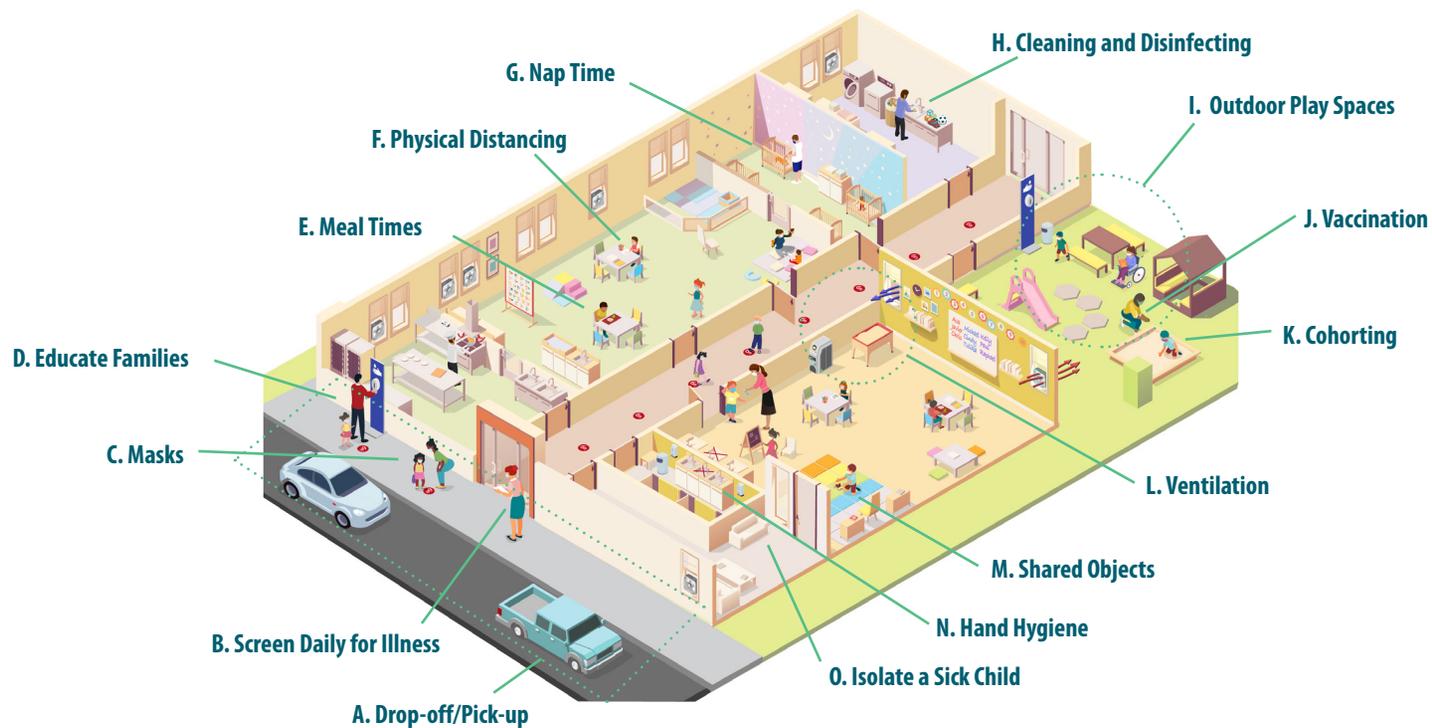
As a child care provider, you can help protect children, their families, and staff and slow the spread of COVID-19 by using CDC's updated [Guidance for Operating Child Care Programs during COVID-19](#). Tailor your COVID-19 plans and actions based on the unique needs of your child care center.

Actions like [wearing masks properly](#), [staying home when sick](#), physical distancing, [frequent handwashing](#), cohorting, and regular and consistent cleaning and disinfecting can help all types of child care programs make spreading COVID-19 less likely.

Refer to [Guidance for Operating Child Care Programs during COVID-19](#) for more in-depth information about preventing the spread of COVID-19 in the child care setting. This CDC guidance is meant to supplement—not replace—any Federal, state, tribal, local, or territorial public health and safety laws, rules, and regulations with which child care programs must comply.



[cdc.gov/coronavirus](https://cdc.gov/coronavirus)



- A. Drop-off/Pick-up** Stagger drop-off and pick-up times. Limit direct contact with parents, guardians or caregivers. Consider using curbside drop-off and pick-up.
- B. Screen Daily for Illness** Conduct daily health screenings for anyone entering the center. Examples of screenings could include self-checks for symptoms before arriving, health questions upon arrival, and daily temperature checks.
- C. Masks** Wear a mask. Everyone 2 and older should wear a well-fitting [mask over their mouth and nose](#), except when eating or sleeping.
- D. Educate Families** Educate your families about keeping their child home when they are sick, had close contact to a person with COVID-19, awaiting results, or tested positive for COVID-19.
- E. Meal Times** Eat meals outdoors or in well ventilated areas while keeping physically distanced much as feasible.
- F. Physical Distancing** Modify learning stations and in-classroom activities, use available space, and stagger schedules to have fewer children in each area.
- G. Nap Time** At nap time, ensure that mats or cribs are spaced out as much as possible.
- H. Cleaning and Disinfecting** Clean and disinfect frequently touched objects and surfaces such as toys, door handles, tables, faucets, and drinking fountains.

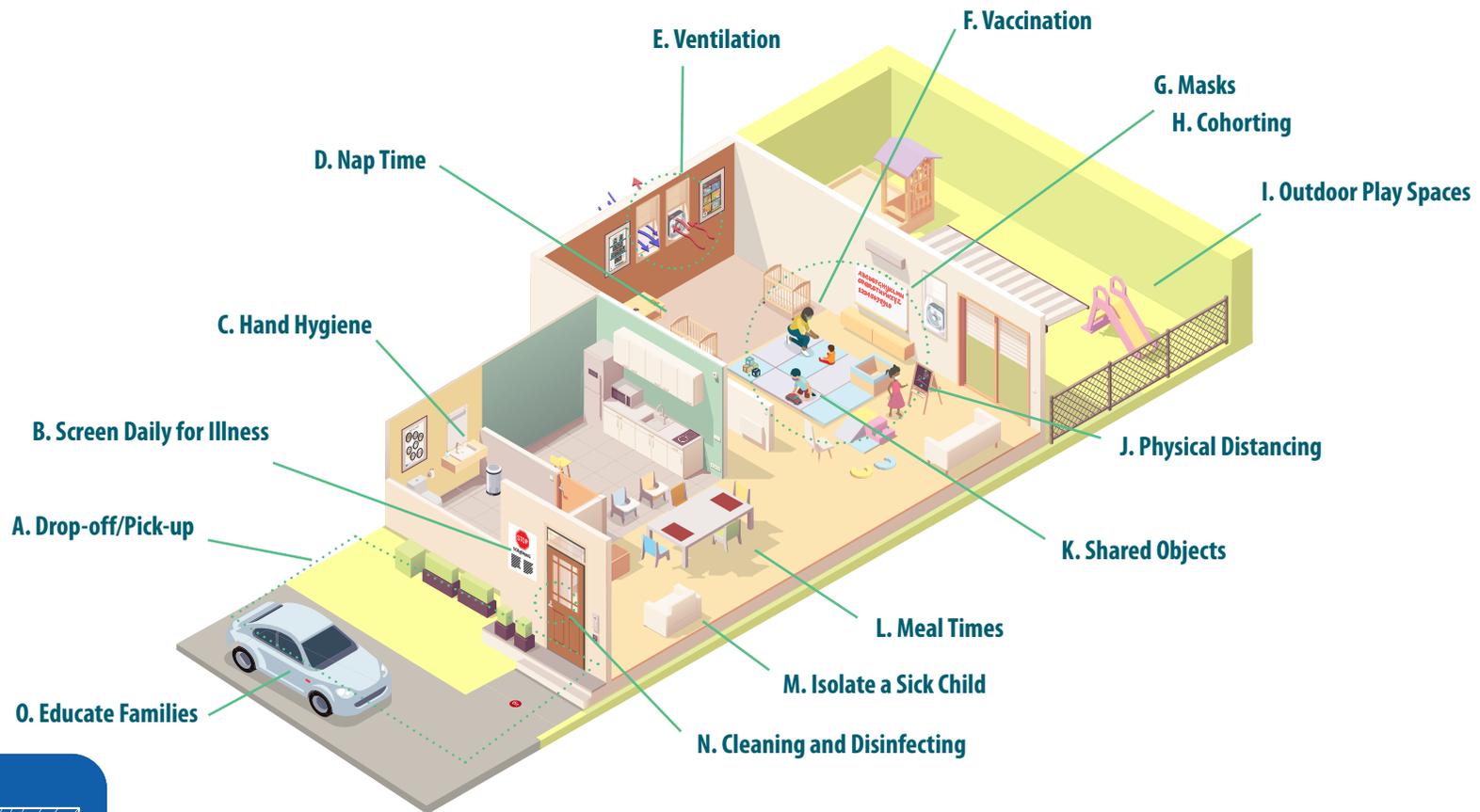
- I. Outdoor Play Spaces** Being outdoors reduces the risk of spreading COVID-19, but preventive behaviors are still needed. Keep hand hygiene and cleaning supplies readily available.
- J. Vaccination** Getting vaccinated as soon as the opportunity is available is an important way for child care providers to stay safe and reduce the risk of getting seriously ill from COVID-19.
- K. Cohorting** Identify small groups and keep them together. If possible, child care groups should include the same children and the same child care providers each day.
- L. Ventilation** Reduce concentration of virus particles indoors by increasing airflow. Consider maximizing the existing air circulation system, using child safe fans, opening doors or windows and adding HEPA air filters.
- M. Shared Objects** Keep each child's belongings separated and avoid shared objects when possible.
- N. Hand Hygiene** Wash hands using soap and water for at least 20 seconds. Thoroughly dry hands after washing. Use [hand sanitizer](#) that contains at least 60% alcohol (over age 2) if soap and water are not available.
- O. Isolate a Sick Child** Plan to have an isolation room or an area you can use to isolate a sick child or staff member. Make sure isolated children still have adult supervision.

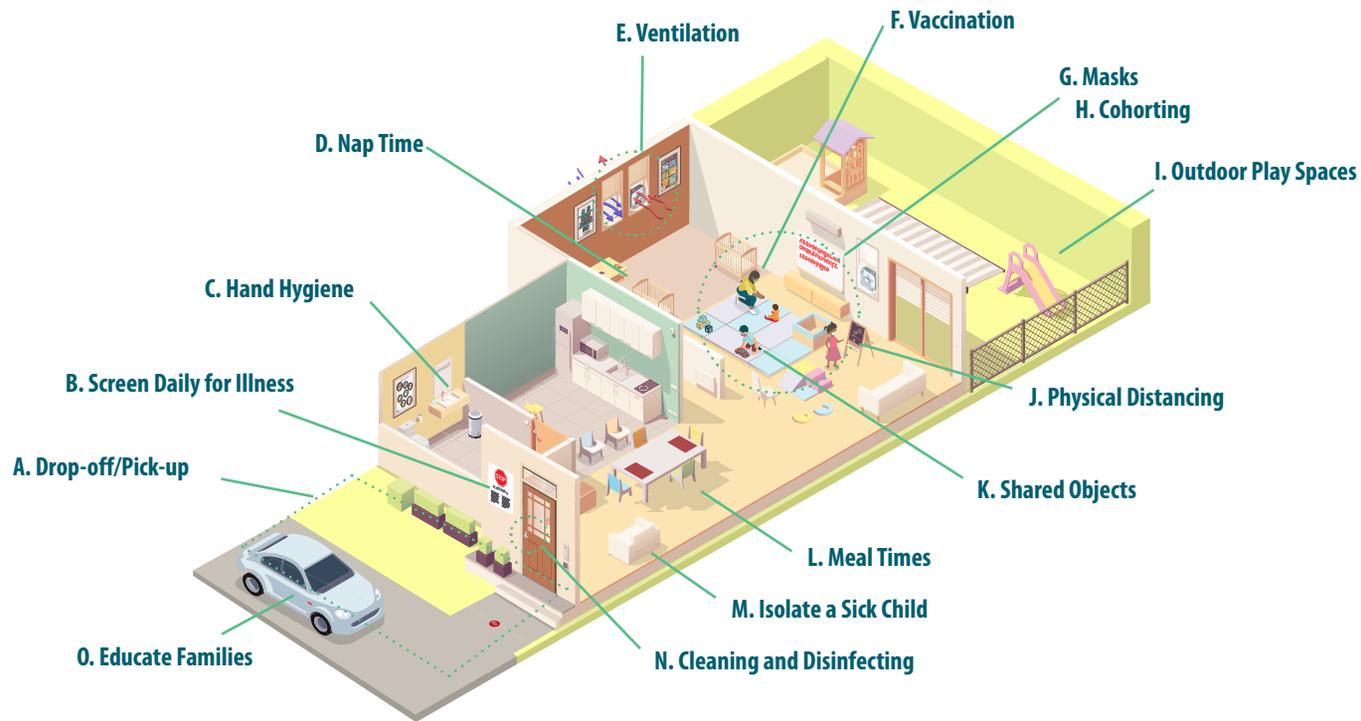
# QUICK GUIDE: HELP PROTECT YOUR FAMILY CHILD CARE HOME FROM COVID-19

As a child care provider, you can help protect children and their families and slow the spread of COVID-19 by using CDC's updated [Guidance for Operating Child Care Programs during COVID-19](#). Tailor your COVID-19 plans and actions based on the unique needs of your family child care home.

Actions like [wearing masks properly](#), [staying home when sick](#), physical distancing, [frequent handwashing](#), cohorting, and regular and consistent cleaning and disinfecting can help all types of child care programs make spreading COVID-19 less likely.

Refer to [Guidance for Operating Child Care Programs during COVID-19](#) for more in-depth information about preventing the spread of COVID-19 in the child care setting. This CDC guidance is meant to supplement—not replace—any Federal, state, tribal, local, or territorial public health and safety laws, rules, and regulations with which child care programs must comply.





- A. Drop-off/Pick-up** Stagger drop-off and pick-up times. Limit direct contact with parents, guardians or caregivers. Consider having children dropped off outside or at the door rather than having parents or guardians enter the home.
- B. Screen Daily for Illness** Conduct daily health screenings on anyone entering the home. Examples of screenings could include self-checks for symptoms before arriving, health questions upon arrival, and daily temperature checks.
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- H. Cohorting** Identify small groups and keep them together. If possible, child care groups should include the same children and the same child care providers each day.
- I. Outdoor Play Spaces** Being outdoors reduces the risk of spreading COVID-19, but preventive behaviors are still needed. Keep hand hygiene and cleaning supplies readily available.
- J. Physical Distancing** Modify learning stations and in-home activities so there are fewer children in each area.
- K. Shared Objects** Discourage sharing of items that are difficult to clean. Ensure adequate supplies to minimize sharing of high-touch materials to the extent possible (for example, assign art supplies or other equipment to a single camper), or limit use of supplies and equipment to one group at a time and clean between use. Limit sharing electronic devices, toys, books, and other games or learning aids.
- L. Meal Times** Eat meals outdoors or in well ventilated areas while keeping physically distanced much as feasible. If you also are in charge of diapering young children, use additional prevention (such as handwashing) between diapering and food preparation.
- M. Isolate a Sick Child** Plan to have an isolation room or an area you can use to isolate a sick child. Make sure isolated children still have adult supervision.
- N. Cleaning and Disinfecting** Clean frequently touched objects and surfaces such as toys, door handles, tables, and faucets. Disinfecting is only necessary when someone gets sick/tests positive for COVID-19.
- O. Educate Families** Educate your families about keeping their child home when they are sick, had close contact to a person with COVID-19, awaiting results or tested positive for COVID-19.

# A Child in My Classroom is Showing Signs of COVID-19: What Do I Do?

## Quick Guide for Child Care Providers

### KNOW POSSIBLE SYMPTOMS OF ILLNESS



Cough



Fever



Headache



Diarrhea



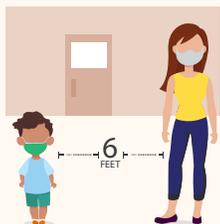
Vomiting

#### OTHER SYMPTOMS INCLUDE:

Shortness of breath, chills, sore throat, loss of taste or smell, muscle pain, runny nose, feeling tired, and poor appetite. Symptoms may be very mild or more severe.

#### EMERGENCY WARNING SIGNS (CALL 911):

Trouble breathing, persistent pain or pressure in the chest, new confusion, inability to wake or stay awake, and bluish lips or face.



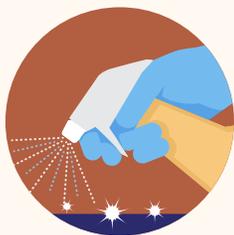
### 1. SEPARATE the Child

- Be discreet and calm.
- Make sure you and the child (if age 2 or older) are wearing a mask and standing at least 6 feet apart.
- Following the child care program protocol, have the child safely escorted from the classroom to a designated isolation area.



### 2. INFORM

- Contact designated staff responsible for COVID-19 concerns (e.g., program director).
- Let them know the child is being escorted to the isolation area and will need to be supervised (according to child care program protocol).



### 3. CLEAN and DISINFECT

- Close off the classroom and wait 24 hours before cleaning and disinfecting, if possible. This will allow more time for the virus to die off.
- The classroom should be cleaned and disinfected, especially items in the child's area and shared items the child may have touched (e.g., doorknob, bathroom, and supplies).
- Note: Disinfectants can trigger an asthma attack. Choose safer products if any children have asthma.
- Open outside door(s) and window(s) to increase ventilation in the room (if possible).



### 4. IDENTIFY Close Contacts

- Write down where the child was relative to other children in the room.
- Note the name of any person who was within 6 feet of an infected child for a total of 15 minutes or more over a 24-hour period. Work with child care administrator to inform close contacts in accordance with applicable privacy laws.



### 5. NOTIFY Administration about the Sick Child

- Assist child care administration with close contact assessment. Observe applicable privacy laws.
- Consider linking family of the sick child to any emergency services (such as a nutrition program) that the child might need while in quarantine\* at home.

\* For more information on quarantine see <https://www.cdc.gov/coronavirus/2019-ncov/if-you-are-sick/quarantine.html>



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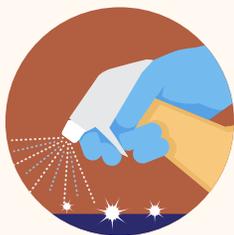
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# COVID-19 CHILD CARE PROGRAM SYMPTOM SCREENING FLOWCHART

## Child with Symptoms of Infectious Illness

Had **close contact** (within 6 feet for a total of 15 minutes or more over a 24-hour period) with a person who has COVID-19?

**YES\***

**NO**

\*Note: If a person has been in close contact with someone who has COVID-19, they should quarantine even if they do not have symptoms. See [When to Quarantine](#) for more information.

Attends a child care program in community with ongoing **transmission**?

**YES**

**NO**

Results of COVID-19 testing?

**Negative or No Test Result**

**Positive Test Result**

**Positive or No Test Result**

**Negative Test Result**

How long to stay home?

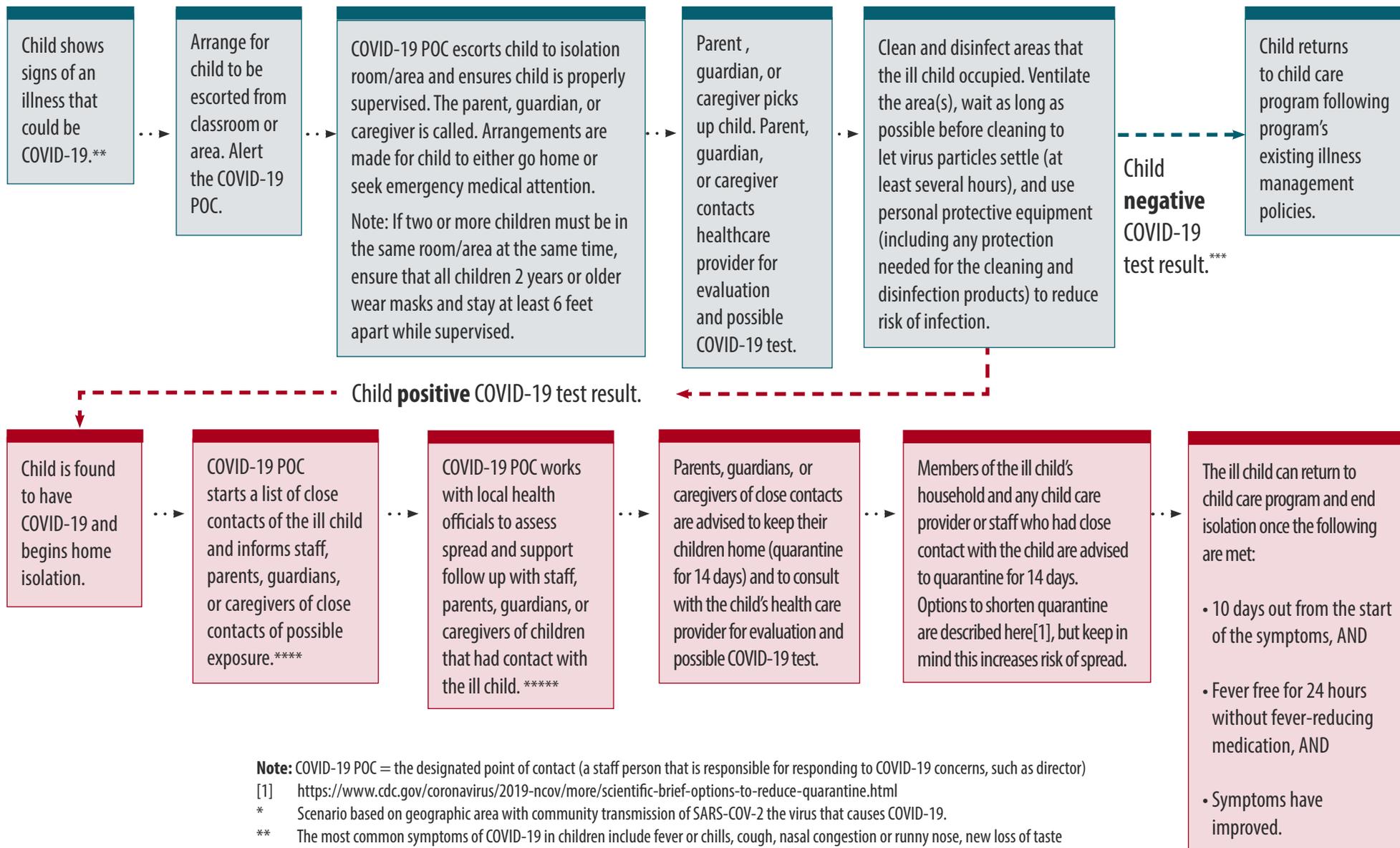
Stay home and **quarantine\*** for the recommended period of time after last contact with a person who has COVID-19

Stay home (isolate) for at least 10 days after symptom onset AND symptoms have improved AND 24 hours without fever with no use of fever reducing medicine

Stay home until symptoms have improved according to existing child care program policy, typically 24 hours without fever with no use of fever reducing medicine



# WHAT TO DO IF A CHILD BECOMES SICK OR RECEIVES A NEW COVID-19 DIAGNOSIS AT YOUR CHILD CARE PROGRAM\*



**Note:** COVID-19 POC = the designated point of contact (a staff person that is responsible for responding to COVID-19 concerns, such as director)

[1] <https://www.cdc.gov/coronavirus/2019-ncov/more/scientific-brief-options-to-reduce-quarantine.html>

\* Scenario based on geographic area with community transmission of SARS-COV-2 the virus that causes COVID-19.

\*\* The most common symptoms of COVID-19 in children include fever or chills, cough, nasal congestion or runny nose, new loss of taste or smell, shortness of breath or difficulty breathing, diarrhea or vomiting, stomachache, tiredness, headache, muscle or body aches, and poor appetite or poor feeding (especially in babies under 1 year old).

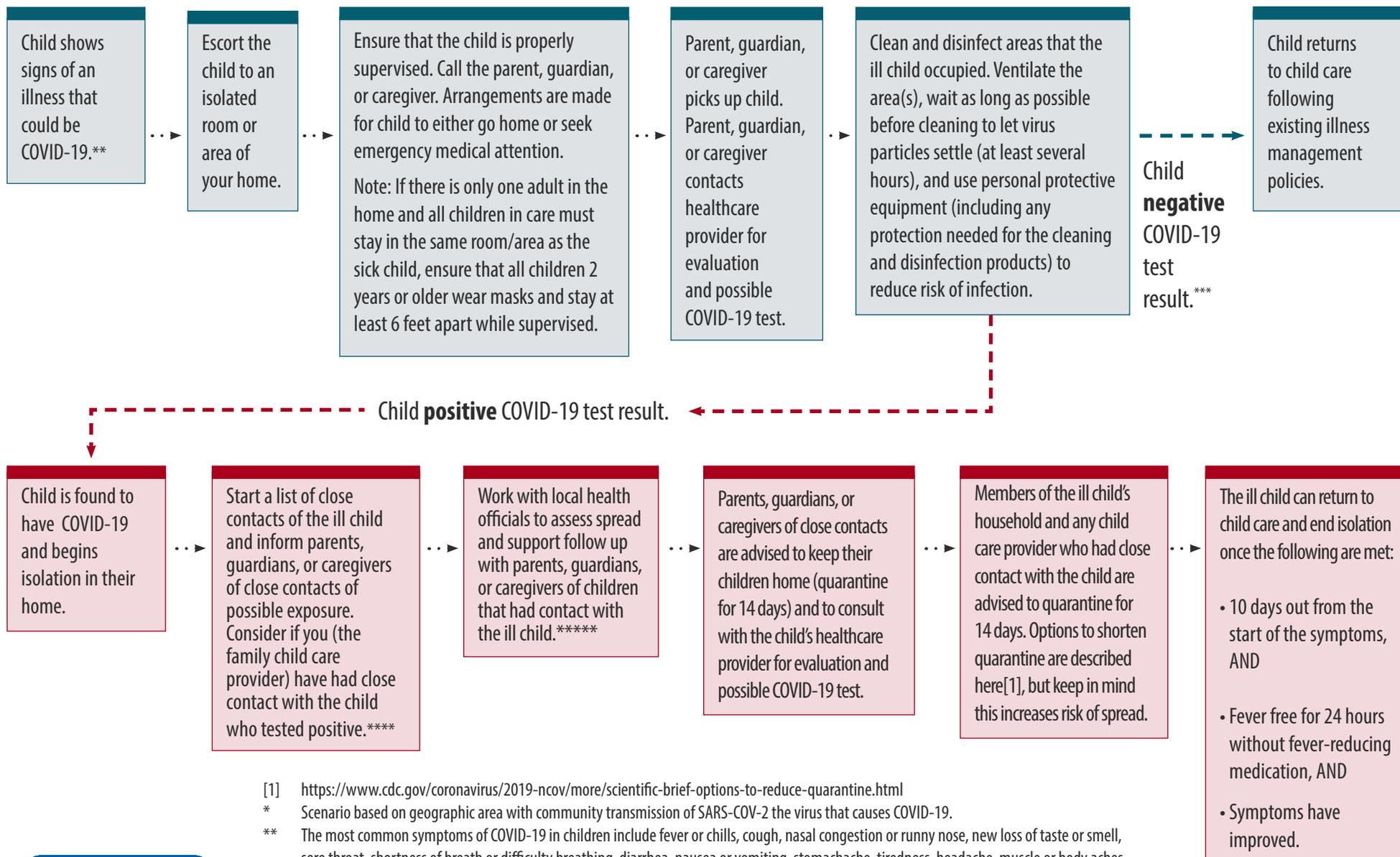
\*\*\* With no known close contact.

\*\*\*\* Close contact is defined as someone who was within 6 feet for a total of 15 minutes or more within 2 days prior to illness onset, regardless of whether the contact was wearing a mask.

\*\*\*\*\* To the extent allowable by applicable laws regarding privacy.



# WHAT TO DO IF A CHILD BECOMES SICK OR RECEIVES A NEW COVID-19 DIAGNOSIS AT YOUR FAMILY CHILD CARE HOME\*



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This section includes past technical assistance newsletters for providers to review and use as a resource and to take notes on how to implement these ideas into their business practices.



Orange County Association for the  
Education of Young Children

## Technical Assistance Program Newsletter

### LINKEDIN

LinkedIn is the world's largest professional network on the internet. You can use LinkedIn to find the right job or internship, connect and strengthen professional relationships, and learn the skills you need to succeed in your career. You can access LinkedIn from a desktop, LinkedIn mobile app, mobile web experience, or the LinkedIn Lite Android mobile app.

A complete LinkedIn profile can help you connect with opportunities by showcasing your unique professional story through experience, skills, and education.

You can also use LinkedIn to organize offline events, join groups, write articles, post photos and videos, and more.

Check it out:  
[www.linkedin.com](http://www.linkedin.com)

### NOTES SECTION:

**How can this resource be  
beneficial to you?  
(write them here)/SECCIÓN  
DE NOTAS:  
¿Cómo puede beneficiarte  
este recurso?  
(escríbelos aquí)**





Orange County Association for the  
Education of Young Children

## Asistencia Técnica Boletín Informativo

### LINKEDIN

LinkedIn es la red profesional más grande del mundo en Internet. Puede usar LinkedIn para encontrar trabajo o un puesto de interno, conectarse y fortalecer las relaciones profesionales y aprender las habilidades que necesita para tener éxito en su carrera.

Puede acceder a LinkedIn desde una computadora, una aplicación móvil de LinkedIn, o la aplicación móvil de Android LinkedIn Lite.

Un perfil completo de LinkedIn puede ayudarlo a conectarse con oportunidades al mostrar su historia profesional única a través de la experiencia, las habilidades y la educación.

También puede usar LinkedIn para organizar eventos fuera de línea, unirse a grupos, escribir artículos, publicar fotos y videos, y más.

Échale un vistazo:  
[www.linkedin.com](http://www.linkedin.com)

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Email: [info@ocaeyc.com](mailto:info@ocaeyc.com)

**CONTACT US**





Orange County Association for the  
Education of Young Children

## Technical Assistance Program Newsletter

### FREE LINKEDIN TRAINING

#### HR GUIDELINES EVERYONE SHOULD KNOW

<https://www.linkedin.com/learning/hr-guidelines-everyone-should-know>

#### Course description

If your company is like most, your HR guidelines are outdated or on their way to being obsolete. Every HR professional must stay on top of the latest guidance to create a loyal and high-performing workforce. In this course, HR expert Amber Vanderburg shares powerful techniques to build, value, develop, and retain an incredible team. Listeners can learn what recruiting methods to use, how to interview candidates, and how to manage salary negotiations. Additionally, Amber explains how to create an amazing compensation package, cultivate cultures of continuous improvement, and provide powerful feedback. Finally, learn how to maintain healthy employee relations and manage tough conversations.

### NOTES SECTION:

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Orange County Association for the  
Education of Young Children

## Asistencia Técnica Boletín Informativo

### Entrenamiento gratuito de LINKEDIN

<https://www.linkedin.com/learning/transformational-leadership>

#### Descripción del Curso

Si su negocio es como la mayoría, sus pautas de recursos humanos están desactualizadas o en camino de quedar obsoletas. Todo profesional de recursos humanos debe estar al tanto de las últimas guías para crear una fuerza laboral leal y de alto rendimiento. En este curso, la experta en recursos humanos Amber Vanderburg comparte técnicas poderosas para construir, valorar, desarrollar y retener un equipo increíble. Los participantes pueden aprender qué métodos de contratación utilizar, cómo entrevistar a los candidatos y cómo gestionar las negociaciones de sueldos. Además, Amber explica cómo crear un paquete de compensación asombroso, cultivar culturas de mejora continua y proporcionar comentarios poderosos.

Por último, aprenda a mantener relaciones saludables con los empleados y a gestionar conversaciones difíciles.

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Orange County Association for the  
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## Technical Assistance Program Newsletter

### FREE LINKEDIN TRAINING

<https://www.linkedin.com/learning/15-secrets-successful-people-know-about-time-management-getabstract-summary>

#### Course description

In his book, *15 Secrets Successful People Know About Time Management*, Kevin Kruse—New York Times best-selling author and award-winning entrepreneur—combines his skills as a CEO and a journalist to search for common bonds of success by surveying people of great accomplishment. The billionaires, entrepreneurs, and Olympians he interviewed all said that they make the most of every minute, at work and at play. All high achievers regard time as an asset more valuable than money—and they spend every minute wisely.

In this audio-only summary of his book, created by getAbstract, you can learn how top achievers manage their time, and why they emphasize the need for rest, exercise, and even fun. Discover how this practical advice can help you become more efficient and more successful.

This audiobook summary was created by getAbstract, the world's largest provider of business book summaries. We are pleased to offer this training in our library.





Orange County Association for the  
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## Asistencia Técnica Boletín Informativo

### Entrenamiento gratuito de LINKEDIN

<https://www.linkedin.com/learning/15-secrets-successful-people-know-about-time-management-getabstract-summary>

#### Descripción del Curso

En su libro, 15 secretos que las personas exitosas conocen sobre la gestión del tiempo, Kevin Kruse, autor de éxitos de ventas del New York Times y empresario galardonado, combina sus habilidades como director ejecutivo y periodista para buscar lazos comunes de éxito encuestando a personas de gran prestigio y logros. Los multimillonarios, empresarios y atletas olímpicos que entrevistó dijeron que aprovechan al máximo cada minuto, en el trabajo y en el juego. Todos los grandes triunfadores consideran el tiempo como un activo más valioso que el dinero, y gastan cada minuto con prudencia.

En este resumen de audio de su libro, creado por getAbstract, puede aprender cómo los triunfadores administran su tiempo y por qué enfatizan la necesidad de descansar, hacer ejercicio e incluso divertirse. Descubra cómo estos consejos prácticos pueden ayudarlo a ser más eficiente y exitoso.

Este resumen de audiolibros fue creado por [getAbstract](#), el mayor proveedor mundial de resúmenes de libros de negocios. Nos complace ofrecer esta formación en nuestra biblioteca.

Email: [info@ocaeyc.com](mailto:info@ocaeyc.com)

[CONTACT US](#)





Orange County Association for the  
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## Technical Assistance Program Newsletter

### SMALL BUSINESS SATURDAY

#### What is Small Business Saturday?

First observed in the United States on November 27, 2010, Small Business Saturday is a counterpart to Black Friday and Cyber Monday, which feature big box retail and e-commerce stores respectively. By contrast, Small Business Saturday encourages holiday shoppers to patronize brick and mortar businesses that are small and local.

**Consider participating! Offer online deals to your families and new families!**

New Enrollment - Registration Fees Waived

Refer a Friend - Double the incentive!

### NOTES SECTION:

How can this resource be beneficial to you?  
(write them here)/SECCIÓN

### DE NOTAS:

¿Cómo puede beneficiarte este recurso?  
(escribelos aquí)





Orange County Association for the  
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## Asistencia Técnica Boletín Informativo

### SÁBADO DE PEQUEÑAS EMPRESAS (Small Business Saturday)

¿Qué es Small Business Saturday?

Observado por primera vez en los Estados Unidos en el 27 de noviembre de 2010, Small Business Saturday es una contraparte del Black Friday y Cyber Monday, que cuentan con grandes tiendas y de comercio electrónico, respectivamente. Por el contrario, Small Business Saturday alienta a los compradores navideños a patrocinar negocios tradicionales que son pequeños y locales.

¡Considere participar! ¡Ofrezca ofertas en línea a sus familias actuales y nuevas familias!

Nueva inscripción: exoneración de las tarifas de inscripción/registración

Recomiende a un amigo - ¡Duplique el incentivo!

### NOTES SECTION:

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Orange County Association for the  
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## Technical Assistance Program Newsletter

### CENTER ENROLLMENT INCENTIVES

**What incentives do you offer families that help promote your program?**

#### **Social Media Market Campaign**

Do you have a "Refer-a-Friend" program? This is a program that can be implemented throughout the entire year, or during new season registration - such as Fall Registration or for Summer Day Camp.

#### **Try It Out - Summer Promotions**

Send an email out to all current families, and invite them to share your program Facebook and Instagram links. Current families that have friends enroll in the program for at least one month can earn incentives - a percentage off of a month of tuition, entered into a center raffle, or another incentive of your choice!

#### **Tell Us How You Promote!**

We want to hear from you. Do you have any current incentives that are working? Share with us!

Email - [info@ocaeyc.com](mailto:info@ocaeyc.com)

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## Asistencia Técnica Boletín Informativo

### INCENTIVOS PARA NUEVAS REGISTRACIONES EN SU CENTRO

¿Cuáles incentivos ofrece a las familias que ayudan a promover su programa?

#### **Campaña de Mercadotecnia**

¿Tiene un programa de referencias? Esto es algo que puede implementar durante todo el año o durante la temporada de nueva matriculación- como un año escolar nuevo o durante el receso de verano.

#### **Intentelo - Promoción del verano**

Mande un correo electrónico a todas sus familias actuales y invítelos a promover su programa en Facebook o Instagram. Si nuevas familias se matriculan a resultado de la promoción, puede ofrecer incentivos como un mes con descuento, un sorteo con premios o otro incentivo de su gusto!

**Díganos cómo promueve su programa!** Queremos escuchar de usted. ¿Tiene algún incentivo actualmente que le está funcionando? Compártelo con nosotros!

### NOTES SECTION:

How can this resource be beneficial to you?  
(write them here)/SECCIÓN

### DE NOTAS:

¿Cómo puede beneficiarte este recurso?  
(escríbelos aquí)

Email: [info@ocaeyc.com](mailto:info@ocaeyc.com)

**CONTACT US**





Orange County Association for the  
Education of Young Children

## Technical Assistance Program Newsletter

### 4th Quarter Business Tips

The 4th quarter of the business year is upon us and as such, it brings opportunities from back to school marketing to the holiday season and everything in between. But, how can you make these end of year marketing efforts more successful? Here are the best 4th quarter business tips:

#### Offers for Regular Customers

The best marketing tip for the 4th quarter is targeting your already established customer base with special offers on social media and through email marketing. Moreover, tailor offers with a time limit, which will create a sense of urgency and drive them to take action. Create special landing pages for the offer and ensure mobile responsiveness

#### Clean Your Data!

Data decays over time. The longer it sits in your database, the less reliable it becomes. If you're relying on email marketing to drive holiday and end-of-year sales, it's time to get your house in order.

Without fresh, accurate and useful data, you can't market effectively, spend your budget efficiently and reach out to both customers and prospects in meaningful and valuable ways.

#### Utilize Referrals

Referrals are the most cost-effective way to build a business. Offer an incentive for your existing customers if they bring a friend.





Orange County Association for the  
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## Asistencia Técnica Boletín Informativo

### Consejos para su Negocio Cuarto Trimestre

La cuarta temporada del año se acerca y trae oportunidades para promover su negocio con eventos como el regreso a clases y la temporada festiva. Pero sabe usted cómo promover su negocio durante esta temporada para que sea más exitoso? Aquí están los mejores consejos para ayudarlo con su negocio.

#### **Ofertas para sus clientes regulares**

El mejor consejo de la temporada es promover su negocio con los clientes que ya tiene con ofertas y especiales usando las redes sociales y el correo electrónico. Es una buena idea dar una fecha límite a las ofertas para que los motive a tomar acción. Puede crear una página de destino para las ofertas para que sea más accesible por teléfono móvil.

#### **Confirme los datos!**

Los datos pueden cambiar al pasar el tiempo. Si no tiene los datos de sus clientes actualizados, será difícil que les llegue la información que les mande. Es importante ponerse al corriente con los datos para que sea más fácil llegar a sus clientes. Use su presupuesto eficientemente para promover su negocio con sus clientes y nuevos prospectos.

#### **Utilice las referencias**

Las referencias son la forma más económica de construir un negocio. Ofrezca una especial a su cliente si refiere a otra persona su negocio.

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Orange County Association for the Education of Young Children

# Technical Assistance Program Newsletter

## WEBSITE DEVELOPMENT

As parents are beginning to get ready to return to in-person work, they are searching online for child care options.

Does your website give enough information?

**97% of customers search online for services**

**88% have been influenced by an online review**

**91% visit a program because of an online experience**

Website Essentials:

- Phone Number
- Hours of Operation
- Link to your Facebook
- Email Address
- Your Location
- A Contact Form

- Link to your Instagram
- Photo of the front of your business
- Photos of your program
- Logos, Icons, or links to professional organizations you belong to.

Let us know if you would like any feedback on your website!



*"Our task is to help children communicate with the world using all their potential, strengths and languages, and to overcome any obstacle presented by our culture."*

Loris Malaquizzi



Orange County Association for the  
Education of Young Children

## Asistencia Técnica Boletín Informativo

### EL DESARROLLO DE SU PÁGINA WEB

Muchos padres de familia comenzaran a buscar centros de cuidado de niños al regresar al trabajo en persona.

Está actualizada su página web con toda la información que necesitan las familias?

**El 97% de los clientes buscan servicios en el internet.**

**El 88% de clientes han sido influenciados por críticas que leen en el internet.**

**El 91% de clientes visitan un centro a resultado de una buena experiencia en la página web del programa.**

Artículos esenciales de su página web:

- Numero de telefono
- Correo electrónico
- Horario de operación
- ubicación
- Enlace a su facebook
- Forma de contacto
- Enlace a su Instagram
- Foto de la entrada de su negocio
- Fotos de su programa
- Logos, íconos, o enlaces a organizaciones profesionales.

Email: [info@ocaeyc.com](mailto:info@ocaeyc.com)

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Orange County Association for the  
Education of Young Children

## Technical Assistance Program Newsletter

### **CAL SAVERS: MANDATORY RETIREMENT SAVINGS PLANS IN CALIFORNIA**

CalSavers is a mandatory retirement savings program (formerly called Secure Choice) that phases in beginning in July of 2020 and entitles all eligible California employees to register for a retirement program. Employers with five or more employees have two choices.

- 1) They are required to provide a retirement plan for their workers, or
- 2) They have to register for the CalSavers plan and facilitate the employees' contributions to Individual Retirement Accounts (IRAs). Deadlines for compliance vary according to the number of employees in the company.

Visit their website for more information:  
<https://employer.calsavers.com/>

### **NOTES SECTION:**

**How can this resource be  
beneficial to you?  
(write them here)/SECCIÓN**

### **DE NOTAS:**

**¿Cómo puede beneficiarte  
este recurso?  
(escríbelos aquí)**



**“Every problem is a gift—without  
problems we would not grow.”**

**– Anthony Robbins**



Orange County Association for the  
Education of Young Children

## Asistencia Técnica Boletín Informativo

### **CAL SAVERS: PLAN DE AHORROS PARA LA JUBILACIÓN OBLIGATORIO**

Calsavers (anteriormente llamado Secure Choice) es un programa de plan de ahorros para la jubilación obligatorio.. Empezando julio de 2020, empleados de California pueden registrarse para un plan de retiro. Empleadores con más de 5 empleados tienen dos opciones:

- 1) Empleadores tendrán que ofrecer un plan de retiro a sus empleados o
- 2) Tendrán que registrarse para el programa de Calsavers, y facilitar las contribuciones que sus empleados hagan a una IRA (Cuenta de Jubilación Individual IRA). Las fechas de plazo para cumplir con el requisito depende del número de empleados en la compañía.

Visite la página web para más información:  
<https://employer.calsavers.com/>

### **NOTES SECTION:**

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beneficial to you?  
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## Technical Assistance Program Newsletter

### Business 12 Days of Christmas!

[CLICK HERE](#) to see how to implement  
these Business 12 days of Christmas!

1. Set Goals
2. Plan in Advance
3. Do Your Christmas Shopping Early
4. Practice a Safe Holiday
5. Give Back
6. Hire Seasonal Staff
7. Use Slow Days to Your Advantage
8. Be Careful With Budgeting
9. Add Holiday Themes to Marketing
10. Review Your Website
11. Capitalize on Trends
12. Take Care of Employees

### NOTES SECTION:

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## Asistencia Técnica Boletín Informativo

### ¡12 días laborales de Navidad!

¡HAGA CLIC AQUÍ para ver cómo  
implementar estos 12 días comerciales  
de Navidad!

1. Establecer metas
2. Planifique por adelantado
3. Haga sus compras navideñas temprano
4. Practique unas vacaciones seguras
5. Devolver a la comunidad
6. Contratar personal de temporada
7. Aproveche los días lentos
8. Tenga cuidado con el presupuesto
9. Agregue temas de la temporada a la mercadotecnia
10. Revise su sitio web
11. Aproveche las tendencias
12. Cuide a sus empleados

### NOTES SECTION:

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# ★ MARKETING CAMPAIGN ★

**ocaeyc**

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Education of Young Children

01

## CREATE

Create your Instagram,  
Facebook, and/or  
Twitter Accounts

02

## SHARE

Share the links with all  
of your families - past  
and present. Tell them  
to add you!

03

## RE-SHARE

Ask them to re-share  
your social media posts  
about current  
registration promotions

04

## INCENTIVES

For each family they get to  
enroll - give them an  
incentive! Raffle prizes, one  
month tuition discount, etc.

# CAMPAÑA DE MERCADOTECNIA

**ocaeyc**

Orange County Association for the  
Education of Young Children

01

## CREAR

El primer paso es crear su cuenta de Instagram, Facebook, o Twitter

02

## COMPARTIR

Comparta el enlace con todas sus familias-actuales y pasadas. Pídeles que agreguen su cuenta!

03

## PUBLICAR

Pídeles que compartan sus publicaciones en sus propias redes sociales

04

## INCENTIVOS

Ofrezca incentivos por referir a nuevas familias. Por ejemplo un descuento o una rifa con premios

# WEBSITE DEVELOPMENT

## Did You Know?

Does your website give enough information?

97% of customers search online for services

88% have been influenced by an online review

91% visit a program because of an online experience

## Website Essentials

Phone Number

Email Address

Hours of Operation

Your Location

Link to your Facebook

A Contact Form

Link to your Instagram

Photo of the front of your business

Photos of your program

Logos, icons, or links to professional organizations you belong to

# Desarrollo de Páginas Web

## Sabe usted?

Si hay suficiente información en su página web?

El 97% de clientes buscan servicios por internet?

El 88% han sido influenciados por un comentario que vieron en línea?

El 91% visita un programa por una buena experiencia en la página web.

## Esenciales de una página web

Numero de telefono

Correo electrónico

Horario de negocio

Ubicación

Enlace a su Facebook

Una forma de contacto

Enlace a su Instagram

Una foto de la entrada a su centro

Fotos de su programa

Logos, Iconos, o enlaces a organizaciones profesionales

# We Are Here to Help!

On behalf of the the Orange County Association for the Education of Young Children (OCAEYC), we hope that this toolkit will serve as a resource to all of our child care providers throughout Orange County.

Together, we can continue to serve children and their families by providing them a safe and supportive space each day.

**ocaeyc**

Orange County Association for the  
Education of Young Children

**Website:** [www.ocaeyc.com](http://www.ocaeyc.com)

**Email:** [info@ocaeyc.com](mailto:info@ocaeyc.com)



**Chris Becerra, Ed.D**  
**Project Consultant**