# Helping Child Care Businesses Thrive

## The Texas Child Care Business Coaching Pathway Program Communication Tool Kit

The COVID-19 pandemic highlighted vulnerabilities in the child care sector, causing many businesses to shutter permanently, and leaving those left behind to deal with serious financial and operational consequences. In response, the Texas Workforce Commission has made available FREE business coaching to help child care businesses thrive.

To provide this coaching, AVANCE, Curantis Group, and Civitas Strategies Early Start have partnered to offer the *Texas Child Care Business Coaching Pathway Program* – a personalized program meeting a provider’s individual needs. Home- and center-based providers can sign up to receive coaching on various topics, including:

* Attracting, hiring, and retaining staff
* Marketing your program to increase enrollment
* Creating a budget
* Setting the best possible rates
* Identifying new, sustainable revenue streams and maximizing state and federal stimulus funding
* Mitigating risks to your child care business
* Connecting with the systems of support for providers across the state of Texas

Along the pathway, coaches will get to know providers and become a trusted partner, helping them to take action so that their business thrive. Providers will also have access to specialized coaching to address urgent, critical, business operation matters.

Our Texas Child Care Business Pathway Coaching Team is providing free assistance to any child care provider in the state. During the program’s first year, over 1,600 child care providers including, approximately 700 homes and 900 centers, across all 28 workforce board areas have benefited from coaching! Child care providers can [register for FREE coaching here](https://share.hsforms.com/1aBnjeB1DQsOjT7apLSSkUAbwisx).

We need the help of Local Workforce Development Boards, community-based organizations, and other organizations to **help spread the word and ensure all Texas child care businesses take advantage of this opportunity.**

Your organization can help in two ways:

1. **Share the opportunity** with providers and community-based organizations using the **Texas Child Care Business Coaching Pathway Program Flyer** and the sample email and social media posts in **Attachment A**.
2. **Connect providers** with the business resources developed for this initiative and provide the link for coaching registration at [childcare.texas.gov](https://childcare.texas.gov).

If you have any questions or need help, don’t hesitate to reach out to our coaching team at [coaching@ECEBizCoach.org](mailto:coaching@ECEBizCoach.org) or see more information at [childcare.texas.gov](https://childcare.texas.gov/).

### Attachment A: Sample Email and Social Media Posts

#### Sample Email

Good morning,

To support the success of child care businesses across the state of Texas, the Texas Workforce Commission has partnered with AVANCE, Curantis Group, and Civitas Strategies Early Start to offer FREE business coaching. The Texas Child Care Business Pathway Coaching offers a personalized level of support, meeting a provider’s individual needs. Along the coaching pathway, coaches will get to know providers and become a trusted partner, helping them to take action to make their business thrive. Providers will also have access to specialized coaching to address urgent, critical, business operation matters. During the program’s first year, over 1,600 child care providers including, approximately 700 homes and 900 centers, across all 28 workforce board areas have benefited from coaching! [View a brief video](https://youtu.be/1_vpB3MnRMY) introducing the new Business Coaching Pathway program.

Child care providers can [register for FREE coaching here](https://share.hsforms.com/1aBnjeB1DQsOjT7apLSSkUAbwisx) and will receive support on a variety of topics that meet their own individual needs, such as:

* Attracting, hiring, and retaining staff
* Marketing your program to increase enrollment
* Creating a budget
* Setting the best possible rates
* Identifying new, sustainable revenue streams and maximizing state and federal stimulus funding
* Mitigating risks to your child care business
* Connecting with the systems of support for providers across the state of Texas
* And more!

If you have any questions or need help, don’t hesitate to reach out to the Texas Child Care Coaching team at [coaching@ECEBizCoach.org](mailto:coaching@ECEBizCoach.org).

Sample Email (en Español)

Buenos días,

Para apoyar el éxito de los negocios de cuidado infantil en todo el estado de Texas, la Comisión de la Fuerza Laboral de Texas se ha asociado con AVANCE, Curantis Group, y Civitas Strategies Early Start para ofrecer coaching empresarial GRATIS. El Texas Child Care Business Pathway Coaching ofrece un nivel de apoyo personalizado, satisfaciendo las necesidades individuales de un proveedor. Durante el proceso de asesoramiento, los asesores conocerán a los proveedores y se convertirán en un socio de confianza, ayudándoles a tomar medidas para que su negocio prospere. Los proveedores también tendrán acceso a un asesoramiento especializado para abordar cuestiones urgentes y críticas del funcionamiento del negocio. Durante el primer año del programa, más de 1.600 proveedores de cuidado infantil, incluyendo aproximadamente 700 hogares y 900 centros, en las 28 áreas de la Junta de la Fuerza Laboral, se han beneficiado de la asesoría. [Vea un breve vídeo de presentación](https://youtu.be/h5OObVJkxv4) del nuevo programa Business Coaching Pathway.

Los proveedores de cuidado infantil pueden inscribirse en el coaching GRATUITO aquí y recibirán apoyo en una variedad de temas que satisfagan sus propias necesidades individuales, tales como:

* Atraer, contratar y retener al personal
* Mercadeo de su programa para aumentar las inscripciones
* Creación de un presupuesto
* Establecer las mejores tarifas posibles
* Identificar nuevas fuentes de ingresos sostenibles y aprovechar al máximo los fondos de estímulo estatales y federales
* Mitigar los riesgos de su negocio de cuidado infantil
* Conectar con los sistemas de apoyo a los proveedores en todo el estado de Texas
* Y mucho más.

Si tiene alguna pregunta o necesita ayuda, no dude en ponerse en contacto con el equipo de Texas Child Care Coaching en [coaching@ECEBizCoach.org](mailto:coaching@ECEBizCoach.org).

**Example Social Media Posts**

**Example Post 1**

Running a child care business can be tough! Sign up for FREE business coaching to help your business thrive.

Learn more at [childcare.texas.gov](https://childcare.texas.gov/).

@TXWorkforce #childcare #ECE #childcareisessential

Example Post 1 (en Español)

¡Llevar un negocio de cuidado infantil puede ser difícil! Inscríbase para recibir entrenamiento de negocios GRATIS para ayudar a que su negocio prospere.

@TXWorkforce #cuidadodelosniños #ECE #elcuidadodelosniñosesencial