

Strengthening Your Business Practices in OST: Three Virtual Modules



Presented by

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NH ASMP PM, NH ADS Level 5, and NH ASA Level 2

Module One: [Marketing Your Program](#)

Part 1: Wed, Jan 8 at 9:30-11am

Part 2: Wed, Jan 15 at 9:30-11am

Deep Dive: Wed, Jan 29 at 9:30-10:30am

Module Two: [Recruiting and Retaining Staff](#)

Part 1: Wed, Feb 5 at 9:30-11am

Part 2: Wed, Feb 12 at 9:30-11am

Deep Dive: Wed, Feb 19 at 9:30-10:30am

Module Three: [Financial Reports and Successful Budgeting](#)

Part 1: Wed, Mar 5 at 9:30-11am

Part 2: Wed, Mar 19 at 9:30-11am

Deep Dive: Wed, Mar 26 at 9:30-10:30am

Core Knowledge Area: Professional Development and Leadership

Professional Development: Pre-registration is required in [NH Connections Information System \(NHCIS\)](#) to attend these trainings. You will receive an email from Cathy Hazelton, chazelton@acrossnh.org, with a Zoom link after you register and prior to the session. See next page for module details.

Questions: If you have questions, please email Cathy Hazelton at chazelton@acrossnh.org.



ACROSS NH is a project funded by the NH DHHS Bureau of Child Development and Head Start Collaboration and is dedicated to supporting out of school time (OST) professionals in their work to create high quality, innovative programs for New Hampshire's school age children.

Strengthening Your Business Practices: Three Virtual Modules

Module One: Marketing Your Program

Part 1: Wed, Jan 8 at 9:30-11am

Part 2: Wed, Jan 15 at 9:30-11am

Deep Dive: Wed, Jan 29 at 9:30-10:30am

It's all about the children! Working with children is your passion but running a business may not be. Without sound business practices – systems, processes, and informed decisions – your program will suffer. You will spend more time than necessary on the business side, which will take away your time and attention away from the good work you want to implement on the program side. Or too little time on the business side, and over time resources are depleted. Be familiar with the definition and value of marketing efforts that are focused both externally and internally. Identify program features and benefits. Explore how data can inform marketing efforts to achieve more success. A strong business will support the goals of providing quality care and help achieve your goals that were set for your program. Join us for the “Deep Dive” to talk through their challenges or struggles. This time will focus on the “Taking the Training Home” activities shared at the end of each training.

Module Two: Recruiting and Retaining Staff

Part 1: Wed, Feb 5 at 9:30-11am

Part 2: Wed, Feb 12 at 9:30-11am

Deep Dive: Wed, Feb 19 at 9:30-10:30am

A strong business will support your goals of providing the highest quality of care to children by creating stability for your program and protecting your resources. Ultimately, this helps you achieve the goals you set for your program. This session will cover recruiting, conducting interviews, hiring, orientation, and evaluating performance. Learn the importance of designing a framework for building an effective orientation plan for new employees. Examine the components of an effective staff handbook. Identify strategies for providing feedback to employees. Finally, we will also examine the importance of leadership in staff retention. Join us for the “Deep Dive” to talk through their challenges or struggles. This time will focus on the “Taking the Training Home” activities shared at the end of each training.

Module Three: Financial Reports and Successful Budgeting

Part 1: Wed, Mar 5 at 9:30-11am

Part 2: Wed, Mar 19 at 9:30-11am

Deep Dive: Wed, Mar 26 at 9:30-10:30am

Strong fiscal management can help you operate a stable and sustainable business. This module may not make you an expert accountant, but it will show you another way of telling the story of your program – using numbers. We will explore financial reports and identify ways these reports can help you better manage your program's finances, and ultimately a sound budget. With a strong budget and understanding you can spend less time on the business side and more time on the program side. It allows you to communicate with program stakeholders and make good decisions for future growth. Learn about a process for building a budget and how to use it for decision making. Show your worth! Join us for the “Deep Dive” to talk through their challenges or struggles. This time will focus on the “Taking the Training Home” activities shared at the end of each training.