

2012 SECA Director's Seminar

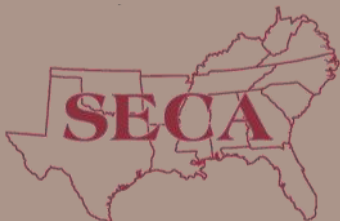
Friday, February 3, 2012

*Three Essential
Competencies of Child
Care Management
Laying a Solid
Foundation for Quality!*

Featuring
Donna Thornton-Roberts



Donna Thornton-Roberts is a goal oriented, mission driven, mature executive who has more than 25 years of experience leading people, programs and organizations with a solid record of accomplishments. Donna took a small child care company from one location to eleven in 10 short years. For the past 10 years, she has consulted in early education, non-profit organizations and other types of companies and programs.



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We heard you! A survey conducted with participants from the 2011 Seminar in Savannah listed these as hot topics for the 2012 Seminar:
environment, staffing and budgeting

Nothing is more disheartening than a struggling program, a disgruntled employee or parent! By attending the *Three Essential Competencies of Child Care Management*, you will gain practical skills to solve these challenging issues. Donna will be sharing her techniques and proven methods of effective management.

Our 2012 Seminar will include:

- How to increase the quality of parent relations that impact a center's viability.
- How to build enrollment through exceptional service by knowing what today's parents want in care.
- How to provide quality care regardless of your budget's size.
- How to coach today's workforce to become internally motivated to give exceptional care.
- How to set proper spending ratios to ensure that "quality margin."

Seminar Agenda

8:00-8:30	Coffee and Networking
8:30-9:00	Welcome, Bonding Activity, and Group Introductions
9:00-10:00	Fiscal Management—Budgeting for Quality Care <ul style="list-style-type: none">• <i>Fiscal ratios for solvency</i>• <i>Setting the right price—how to do it to ensure quality delivery</i>• <i>Examining the break-even for each age group</i>
10:15-11:50	Conference Keynote with Dr. Michael Levine <i>Technology and Early Childhood</i>
12:00-12:45	Lunch/Networking
12:45-3:15	Customer Management <ul style="list-style-type: none">• Positive parent relations defined—the benchmarks of best practice• Trends in service delivery• Age specificity—what parents are looking for in infant/toddler care, preschool and school-age care• Demographics of today's parents
3:15-3:30	Break
3:30-5:00	Human Resources Management (Managing People Who Provide Care) <ul style="list-style-type: none">• Coaching vs. supervising• Today's unique management challenges• Onboarding—a new method of orientation
5:00-5:30	Evaluation and Q & A

This session requires pre-registration and includes:

- The Director's Seminar
- Lunch, morning coffee and an afternoon refreshment break
- General conference registration that allows you to participate in other conference events
- A resource notebook