



A Comprehensive Resource for Out-of-Schooltime Staff

Strengthening Your Business Practices: A Collection of Trainings

Presented by Bobi White, M.Ed.;
NH ASMP WT, IM, PC, and Leadership Level 5

How to Get and Keep the Staff That You Want

Saturday, February 4th 8:30-10:30am

Developing Your Marketing Strategy

Friday, March 3rd 9:30-11:30am

A Realistic Budget as A Decision Making and Planning Tool

Friday, April 14th 9:30-11:30am

Strengthening Your Fiscal Worth and Financial Reporting

Friday, May 19th 9:30-11:30am

It's all about the children! Working with children is your passion but running a business may not be. Consider this: sound fiscal practices mean stronger programs and better outcomes for children. In this collection of trainings, we will cover recruitment, retention of staff, marketing, budgets, and financial reports. Technical assistance (TA) is available to help apply the curriculum to your individual program.

Registration is required for each session in Eventbrite. Register for the trainings you wish to attend by clicking on the training title. Descriptions are on the following page. Questions? Email Cathy Hazelton at cathy@seresc.net or call (603) 206-6848.



If you attend all 4 trainings, your name will be entered into a Gift Raffle!

PD Credit will be awarded in NHCIS

All sessions are on Zoom



How to Get and Keep the Staff That You Want

Saturday, February 4th 8:30-10:30am (Part of the ACROSS NH Winter Day of Training Event)

[Click Here to Register in Eventbrite: Last Day to Register is February 1st](#)

It's all about the children! Working with children is your passion but running a business may not be. 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 the Leadership in staff retention.

Developing Your Marketing Strategy

Friday, March 3rd 9:30-11:30am

[Click Here to Register in Eventbrite: Last Day to Register is February 28th](#)

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 in order 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.

A Realistic Budget as A Decision Making and Planning Tool

Friday, April 14th 9:30-11:30am

[Click Here to Register in Eventbrite: Last Day to Register is April 11th](#)

You may have no problem describing your program - what you do, how you do it, and what new things have started or stopped this year. However, financially you can't communicate, and finances are another way of telling the story of your program. Budgets are a plan for guiding your programs and making important decisions. 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 stake holders and make good decisions for future growth. Learn about a process for building a budget and how to use it for decision making. Understand how to project business costs and plan for future goals.

Strengthening Your Fiscal Worth and Financial Reporting

Friday, May 19th 9:30-11:30am

[Click Here to Register in Eventbrite: Last Day to Register is May 16th](#)

Most of us got into this line of work because we love children – not financials. However, the program side and the business side of your center do not exist separately. They must be in balance to be effective. Strong fiscal management can help you operate a stable and sustainable business. This session 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. Learn about internal controls and how they can strengthen your program. Show your worth!