

WEBINAR

# Attracting and Retaining Staff in Childcare Centers

Now Hiring




**J O I N U S**



THE PRESENTER

**CYNTHIA PARKER**

## In this Session:

-  Why employees resign
-  How to attract and retain high-quality staff?
-  Selecting the right candidate for your team

## **In a survey of 7500 early childhood educators in the summer of 2021:**

- 4 out of 5 childcare centers report staffing shortages
- Low wages are a leading cause for attracting and retaining staff
- Because of the pandemic, programs are running at 71% of licensing capacity with only about 49% attendance on a daily basis
- 1 in 3 childcare owners considered closing their programs during the pandemic

Why are  
teachers  
resigning?

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Poll:

What reason do you receive most often when teachers resign?



# Why Are Teachers Resigning?

- Salary
- Physical and emotional stress
- Poor work-life balance
- Lack of advancement
- Disproportion between education requirements and pay



# I Love My Job But Need to Resign

*"...she's stressed, exhausted, burned out and underpaid. ... her job has become less rewarding during the pandemic, and she's hoping to find a better way to provide for her two children."*

*"The job that I absolutely love doesn't pay me what I need"*

*"...she was initially expected to work up to six hours straight without a bathroom break."*

*"The requirements that you need and the work that you put in doesn't necessarily match the pay,"*

*"There's not enough supplies, no vaccine mandate, and it has been harder to teach things like phonics with masks on."*

*"... place seems to be hiring teachers that don't 'possess the qualities and characteristics that an educator should.' "*





# Attracting and Retaining High Quality Teachers

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1. Establish a positive organizational culture
2. Build good staff relationships
3. Offer a strong employee package
4. Hire wisely
5. Manage your time wisely

# Organizational Culture

“Organizational culture is the collection of values, expectations, and practices that guide and inform the actions of all team members.”

Attracts

Retains

What does your organizational culture emphasize?

## TEAMWORK ASSIGNMENT



Director

# What does your team need from you?

- Appreciation
- Fair treatment / Consistency
- Communication
- Flexibility within the classroom

What else?



# Scenario



Jenny is an average teacher and nice to the children. However, she consistently shows up late and asks to leave early at least once each week.

Jenny tends to not be prepared with materials for her lessons plans each day resulting in her taking time away from her classroom as she gathers what she needs.

Parents tend to like Jenny because she has a flamboyant style, and she easily wins them over. In fact, she babysits for several families at the program.



# Employee Benefits

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- Vacation time
- Healthcare
- 401K
- Child-care discounts
- Tuition reimbursement
- Opportunities to grow



# This all becomes your advertisement

## **Join our team!**

We are seeking a preschool educator to join our collaborative and motivated team who is eager to create nurturing and inspiring spaces through children's curiosities. Candidates should have a minimum of a bachelor's degree and be able to share a portfolio documenting their pedagogy in action. We aspire to create a modern team approach, inspiring educators to take on leadership roles, introduce new ideas and spark creativity. We offer employees a generous benefits package and an opportunity to grow!

# Is This the Right Candidate for Our Team?

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1. Scan all applications
2. Begin with a phone interview
3. Bring strongest candidates in for direct interview
4. Ask the questions that dig deep
5. Invite them to stay for a working interview
6. Sell your program

How does iCare allow director to manage hiring info?

Streamline  
your hiring  
process

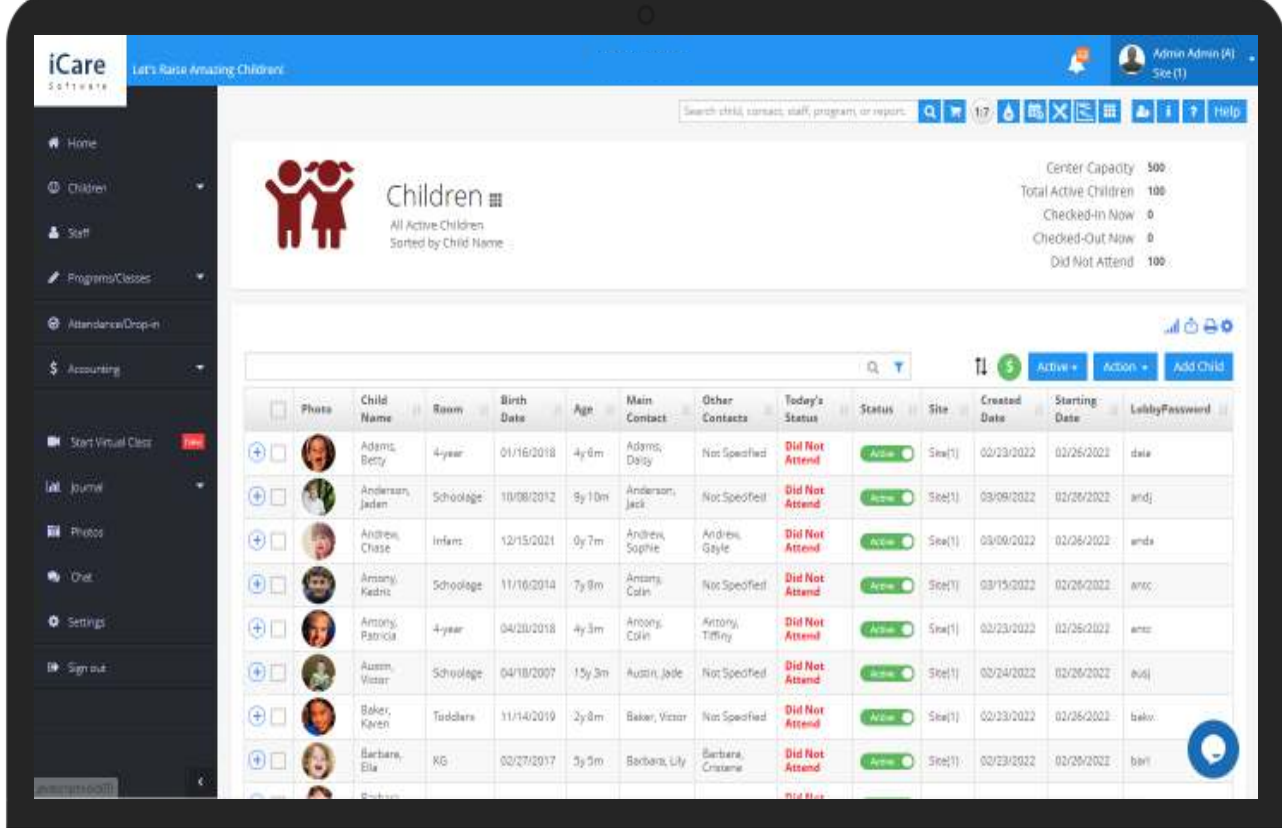
1. Does applicant responses match your school's philosophy?
2. Does the applicant's child interaction match her verbal responses?
3. Does the other information shared provide a positive impression?
4. Does what they are looking for in an organizational culture match yours?





# How can iCare help you to find more time in your day?

- Accounting
- Parent / Staff Communication
- Scheduling
- Documentation Management



The screenshot displays the iCare software interface. The top navigation bar includes the iCare logo, the tagline "Let's Raise Amazing Children", and a user profile for "Admin Admin (A)". A search bar is located on the right side of the top bar. The main dashboard area features a "Children" section with a summary of active children and a table of attendance records.

**Children Summary:**

- Center Capacity: 500
- Total Active Children: 100
- Checked-In Now: 0
- Checked-Out Now: 0
- Did Not Attend: 100

**Attendance Table:**

Photo	Child Name	Room	Birth Date	Age	Main Contact	Other Contacts	Today's Status	Status	Site	Created Date	Starting Date	Lobby/Password
	Adams, Betty	4-year	01/16/2018	4y 6m	Adams, Daisy	Not Specified	Did Not Attend	Active	Site(1)	02/23/2022	02/26/2022	dale
	Anderson, Jack	Schoolage	10/08/2012	9y 10m	Anderson, Jack	Not Specified	Did Not Attend	Active	Site(1)	03/09/2022	02/28/2022	andj
	Andrew, Chase	Infant	12/15/2021	0y 7m	Andrew, Sophie	Andrew, Gayle	Did Not Attend	Active	Site(1)	03/00/2022	02/26/2022	anda
	Anthony, Keaton	Schoolage	11/16/2014	7y 9m	Anthony, Colin	Not Specified	Did Not Attend	Active	Site(1)	03/15/2022	02/26/2022	anoc
	Anthony, Patricia	4-year	04/20/2018	4y 3m	Anthony, Colin	Anthony, Tiffany	Did Not Attend	Active	Site(1)	02/23/2022	02/26/2022	anoc
	Austin, Victor	Schoolage	04/18/2007	15y 3m	Austin, Jade	Not Specified	Did Not Attend	Active	Site(1)	02/24/2022	02/28/2022	avaj
	Baker, Karen	Toddlers	11/14/2019	2y 8m	Baker, Victor	Not Specified	Did Not Attend	Active	Site(1)	02/23/2022	02/26/2022	bako
	Barbara, Ella	KG	02/27/2017	5y 5m	Barbara, Lily	Barbara, Cristene	Did Not Attend	Active	Site(1)	02/23/2022	02/29/2022	barf





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