

How to Shift Parents Out of a ***Fear-Based Mindset*** to Increase Enrollment and Attendance

Kris Murray
President & Founder
Sept. 16, 2020





Stress

Panic

Fear

What's Going On TODAY Across the Planet

Parents
Freaking Out

Politically
Motivated

Anxiety

Media Mis-reporting
the Facts



THE CHILD CARE
SUCCESS COMPANY

Help is On the Way!



- I **promise** that **if you take action on what you learn and see today**, you will gain dozens of new enrollments and attract more teachers to your program
- Stay tuned for my next webinar on **October 1** on The New Staffing Crisis



What We'll Cover Today...

- Why **75% of parents have changed the way they evaluate** and choose a center, and what to do about it
- What you need to have on your website to turn it into an enrollment-building machine in the age of COVID
- How to use social media in both "soft" and "promotional" ways to drive enrollment from Facebook and Instagram
- How to create a COVID Health & Safety Plan and use it in your marketing to attract new clients
- Action Plan and Next Steps

Please FOCUS In and
Plan to Stay to the End



A little bit about me...

My first client – Alison from Ohio (2008)



We've grown a little bit since then. 😊

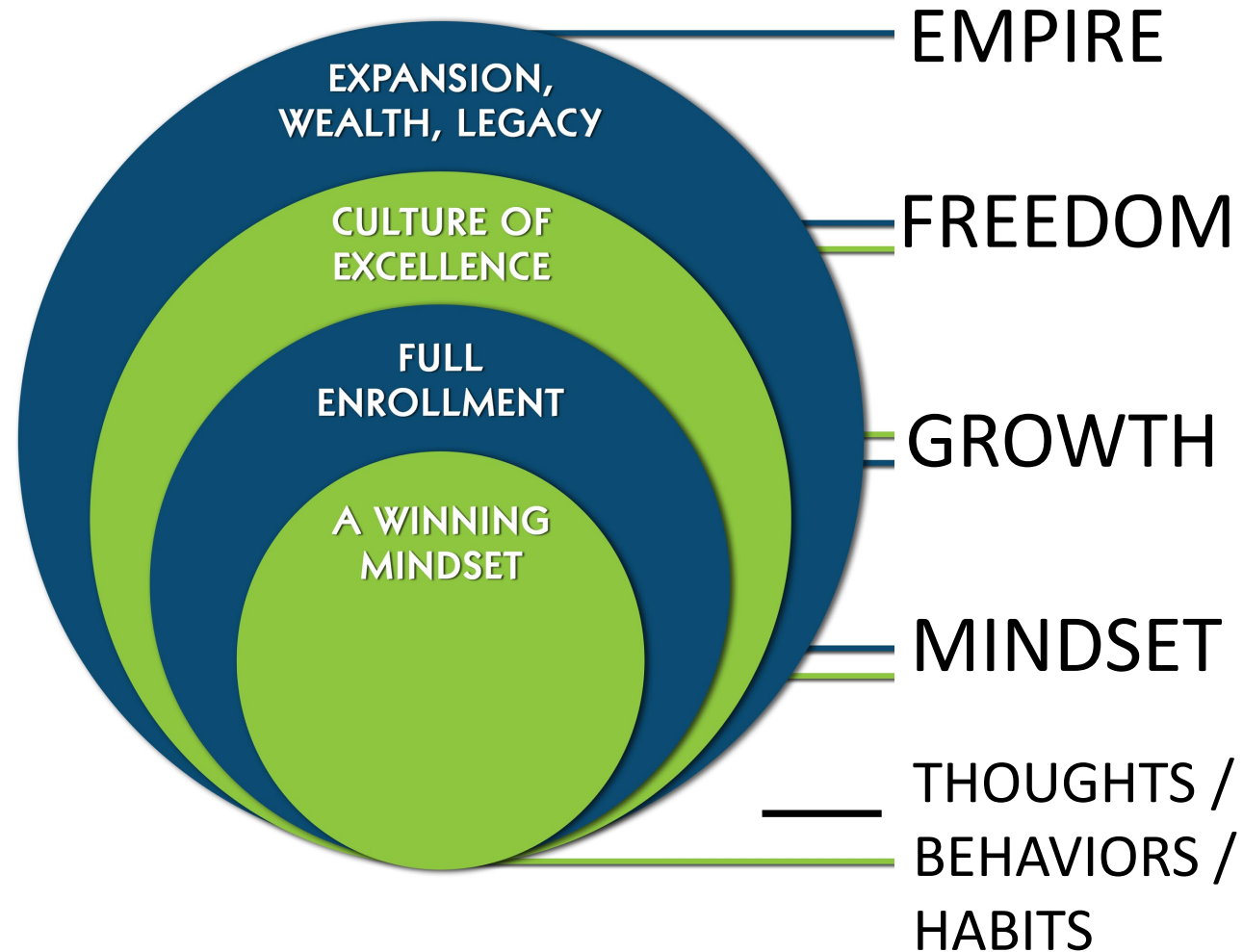


Our Methodology



THE CHILD CARE
SUCCESS METHOD™

*How we coach
leaders to get
RESULTS and
transformation!*



Our Faculty



Kris Murray



Jennifer Conner



Tameenah Adams



Ben Poswalk



Brian Duprey



Sindye Alexander



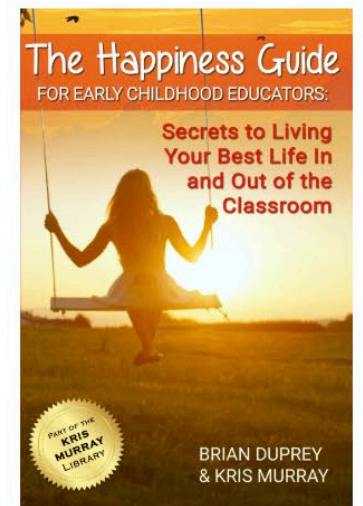
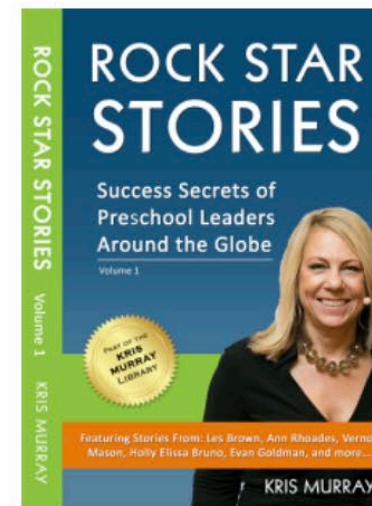
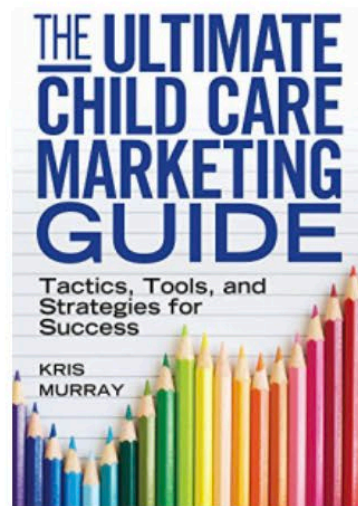
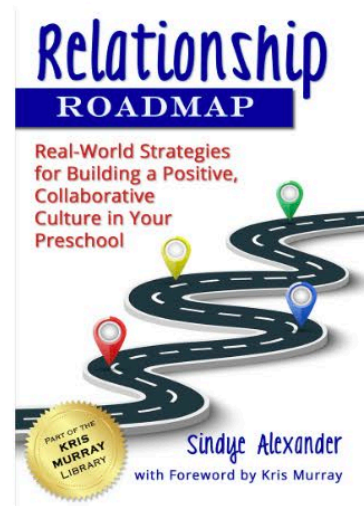
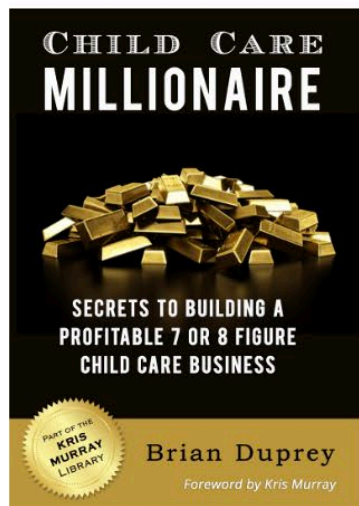
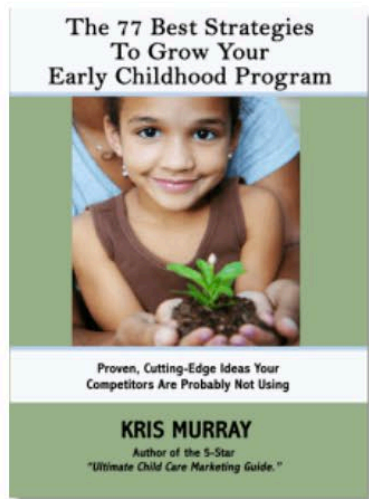
Bruce Spurr



Donna Jensen

**291 combined years of experience in Early Childhood,
Marketing, and Business**

The Kris Murray Library



ECE Leaders are LOVING the Child Care Rockstar Radio podcast!

- **Ranked #201 in all Apple Podcasts**
- Nuts and bolts strategies
- Owners & leaders who are transforming lives, plus ECE Experts
- Over 60,000 downloads and 85 episodes





The Impact of the Media & Fear-Mongering

- Obviously varies by **demo-geo profile**
- Benchmark: If **55% or more of the families you had in February** are **still with you and attending**, things are tending to the positive and should continue upward

A 'new wave' of coronavirus cases

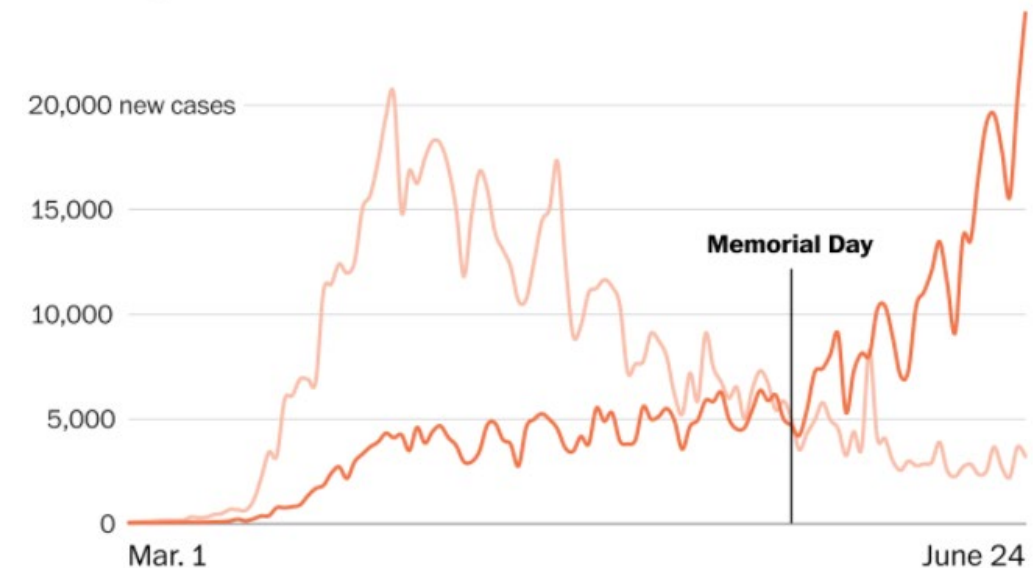
States that were initially hit hard have seen the daily reported case numbers continue to decline since April, while a "new wave" may be appearing in several others.

“First wave” states

New York, New Jersey, Louisiana, Michigan, Illinois, Washington

“New wave” states

Arizona, Arkansas, California, Florida, North Carolina, Oregon, South Carolina, Texas, Utah



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POLL TIME!

Engage and participate!

Parents' PERCEPTIONS Have Shifted...



Based on a late August 2020 study of 111 parents by our friends at [HiMama](#)...

- 3 out of 4 parents (75%) have **changed how they evaluate childcare providers due to COVID** with [safety being top of mind](#).
- Parents **lack visibility** into [what changes are being implemented](#) in order for their children to be safe.
- 80% of parents would switch childcare providers if they found an alternative that [shared pictures and/or videos](#) of their children, suggesting that **parents are looking for visibility beyond COVID-19 measures**.

Actual Responses from Parents on Why They've Changed How They Evaluate YOU...



Responses from parents included:


- *Because I want to make sure my children will be safe and I want to make sure their well being is always first wherever they might be.*
- *I am more cautious of the quality and safety measures taken.*
- *Safety for my family, including grandparents and extended family who participate in childcare.*
- *I have full trust in my childcare center. They have taken all the correct steps and precautions to ensure my child has always been in a safe environment and learning is important not just the playtime.*
- *Kids at this age do not understand social distancing. They will play so it's important that appropriate measures are taken to protect my children.*
- *Constant sanitation protocols and size of classes must be addressed along with necessary employees needed.*

It has never been mainly about PRICE and it's still not about PRICE...

Quality of programming was ranked as the #1 factor when selecting a childcare provider by 42% of respondents.

When asked what is the most important criteria when selecting a childcare provider, quality of programming was ranked as #1 overall. COVID-related safety measures was a close second with 36% of respondents ranking it as the most important factor.

	Overall Rank	% Ranked #1
Quality	1	42%
COVID related safety measures	2	36%
Cost	3	13%
Proximity	4	9%



Parents (and Staff) Want TRANSPARENCY


- Parents asked for **transparency and details** on cleaning schedules, temperature checks, and center policies related to COVID
- Providing **more visibility into what has been implemented** will help ease concerns and make parents feel safer!
- You may “assume” they know and are getting enough transparent communication – ***check your assumptions!***

Assumptions are
the termites of
relationships.

Henry Winkler

Parents Are Looking For...

	% who would switch providers
Contactless Payments	53%
Contactless CheckIn	60%
Parent Communication App	63%
At Home Activity Content	51%
Digital Documentation	63%
Assessments	62%
Shared videos and pictures	80%





Check In on Your Mindset (and your team's mindset)

“When your **confidence** is shaken, and you start doubting yourself, you lose your ability to lead...
and your people know it.”

– Kris Murray

Do You Truly BELIEVE Things Can Be Different for YOUR Program?



- You must believe you will succeed and share your vision for success with your team (give them the “why”)
- **Negative people** will always slow down your success and hinder growth of your organization.
- Having the **ambition, work ethic and attitude** to achieve your goals is equally as important as having the knowledge to achieve them.
- Your income will **NEVER** be larger than your self-concept.

Solution #1:



ADD more features and benefits around health, safety, and parent communication with transparency to your program

*Have you done this effectively?
Is it enough?*

Sample List of COVID Enhancements



- Lower teacher to child ratios
- Smaller group/class sizes
- No co-mingling of student cohorts in the building
- Screening upon arrival
- Easy outdoor pick up and drop off (only screened staff inside building)
- Using convenient FetchKids app to signal when you're 10 minutes away in your vehicle
- Temp & wellness checks every 2 hours
- Daily ongoing communication via Parent App
- Contactless check in
- Providing cloth masks to all kids and staff (cute fabrics for kids)
- Shoeless environment in classrooms
- Ongoing compliance with CDC Guidelines
- Compliance with applicable State & Local orders
- Upgraded sanitization procedures
- Special lighting installed that kills bacteria
- Halo Mist Fogger
- ZONO Sanitization System
- Staff retrained on key health & safety courses

Sample List of COVID Enhancements

A video player interface with a light gray background. It contains a list of four items, each preceded by a blue checkmark icon inside a white circle. The text is in a black, italicized font. At the bottom, there is a dark gray control bar with a play button, a progress indicator showing 3:31 / 4:03, a volume icon, a full screen icon, and a menu icon.

- ✓ *We don't only do Wellness & Temperature check upon entry, we do it every two hours!*
- ✓ *Published guidance and protocols for staff and families on our website!*
- ✓ *Constant communication with local authorities and Childcare Licensing for a safe environment!*
- ✓ *Rated "Exceeding Expectation" by our parents in communicating to them related to COVID19!*

Coach Donna Jensen's Plan & Website

TheLearningStation.org, Conway SC



Conway 843-349-0108 Myrtle Beach 843-236-4722

[f](#) [@](#) [t](#) [v](#) [p](#) Covid 19 Safety Measures [Get Pricing & Details Now](#)

Reducing Risk Of Exposure	Incredible Virus Kill Efficiency	Incessant Symptom Scrutiny
Temperature Checkups Twice Daily	Expert Team On-Site To Sanitize	Around The Clock Cleaning
Eliminate The Threat Of Contagion	Individual Hands-On Sensory Bins	Be Risk-Free With Zero Entry

Solution #2:



A “Mini Marketing Plan” to tell the world about WHAT you’re doing and have done

Do you have one?
Do people know?

Elements of Your “Mini Marketing Plan”

1. Goals and Objectives (clearly written out and understood by all)
 - Get your team bought in with the “why” and the “WIFM”
2. Client / MARKET Analysis
3. The MESSAGE You Want to Convey
 - Including Any Special Offers / Promotions and Offer Deadlines
4. The MEDIA You’re Going to Use

“Test-track-repeat”

Goals and Objectives

People with clear, written goals, accomplish far more in a shorter period of time than people without them could ever imagine.

- Brian Tracy



Write Down Your Goal & Tell Folks!

- How many (more) children do you need to enroll to be cash-flow positive? = In the BLACK
- How many do you need to get 90% full to current capacity?
- Write it down!
- *By WHEN* are you committing to get this goal accomplished??
- **Share it with your team! Give bonuses and a party when you get there!**
- And....What about staffing?

Client / Market Analysis and Clarity

- **Understand the dynamics of your market**
- Affluent vs. non-affluent
- Where are the “more essential workers” working and living?
- **Who is attending NOW and how can you leverage this?**
 - Where do they work, what job roles, what’s their profile
 - Are they referring others?
- Infant families may be more fearful right now -> Address this fear head-on with reassurance and your “safety message”

The Message!

1. We Are Open and Sparkling!
2. Here's the 21 Things We are Doing to Keep Your Family Safe!
3. We Have Very Limited Spaces Available (Full Time is Preferred)
4. We Are Fully Compliant & Have a COVID Response Plan in Place
5. Elementary Enhancement / Virtual School Option? 😊
6. We'd Love to Serve Your Family! Try Us Today with a Special Introductory Offer! \$500 Off Tuition, Expires Sept 30

The Message – Tried and True *TIPS*

- The 3-4 Big Things That Set Us Apart from Other Schools in the Area
- Parents Rave Reviews & Testimonials
- Awards and Accreditations
- Our Story – Why We Started This Program
- Core Values – How We Make A Difference For Your Child
- “Sizzle with the Steak”
- Happy Family Guarantee (Peace of Mind)

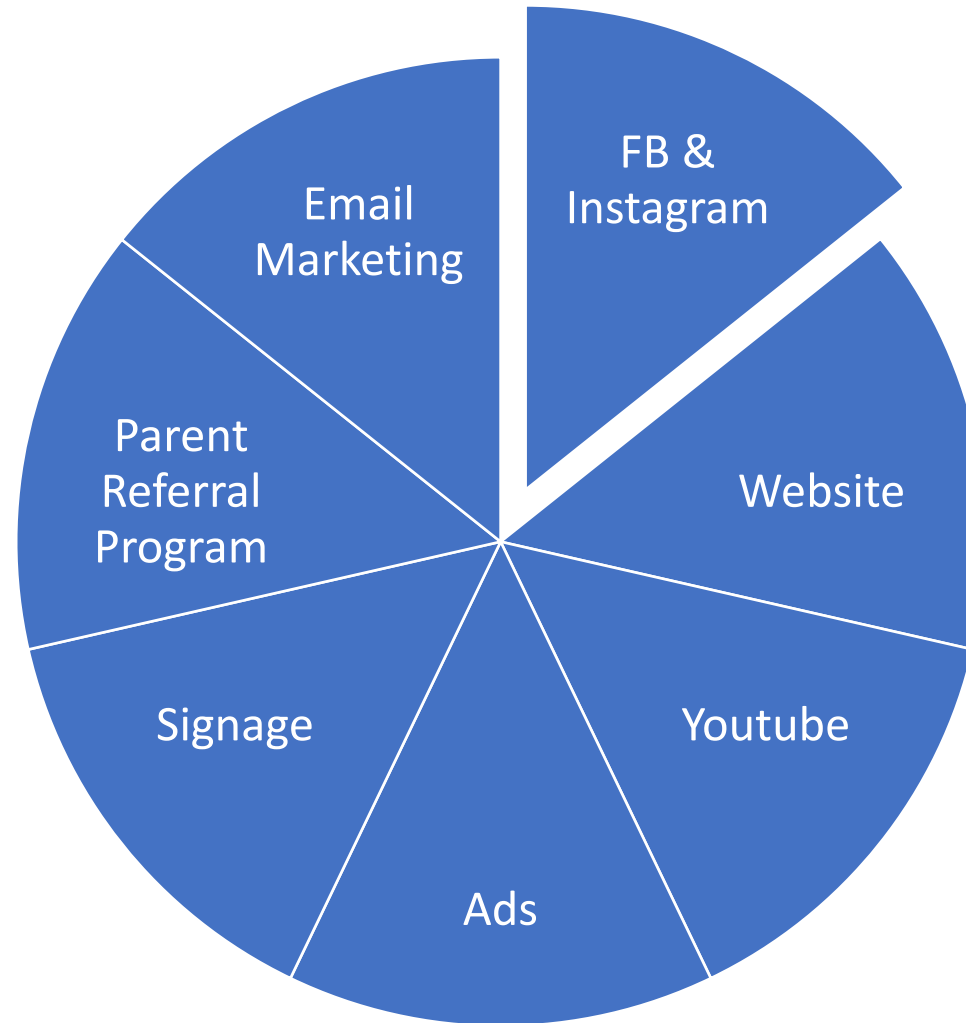
Your “Media Pie”

Plus a Content Plan:

COVID related and NON-Covid content

Repurpose in your

- Blog articles
- Email newsletter
- Printed parent newsletter
- Social posts
- Boosted posts & ads



SHOWCASE & DEMONSTRATE Each Health/Safety Feature or Benefit

- Short videos on your website's COVID landing page and home page – post on YouTube, upload to FB and Instagram
- FB Lives
- Blog articles
- Email blast series
- FB Boosted Posts or Ad Series
- Make it fun with a zany TikTok
- Test posting content on LinkedIn and Pinterest

Coach Ben's FB Live – Halo Mist Fogger

- 2-3 minutes long
- Engaging and fun
- Actually demonstrate the feature in action, if possible



MORE EXAMPLES
You Can Model 😊

Danielle Paige

Academic Explorers, Long Island NY



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COVID-19 ESSENTIAL CARE

WE ARE CURRENTLY STILL OPEN

Are you an essential worker in need of child care?

First Name	Last Name
Email	Phone
Name and date of birth of all children in need of care.	

Submit

Here's how we're preventing the spread...

Frequent Hand-washing

< All students and staff entering the building must wash their hands after their daily health check is conducted. Throughout the day, all children wash their hands at least once every two hours. >

Alvin & Joy Ayusa's HOME PAGE

Just4Kids Preschool, Hesperia, CA

We have a **dedicated landing page and section on COVID19**. All our letters to the parents containing sanitation and upgraded protocols are published here.

We also have an **easy to browse FAQs** specific to COVID19 response.

(833) 233-KIDS (5437) admin@j4kpreschool.com Directions

INQUIRE NOW VIRTUAL PRESCHOOL COVID 19 UPDATES

Just4Kids Preschool
Exploring, Discovering and Learning Through Play.

ABOUT PROGRAMS LOCATIONS PARENT CORNER COVID-19 CONTACT US

Providing The Best Possible Future
The Children Entrusted to Our Care Become Model Citizens As They Learn, Laugh, and Grow

PRESCHOOL & DAYCARE SERVING HESPERIA, CA

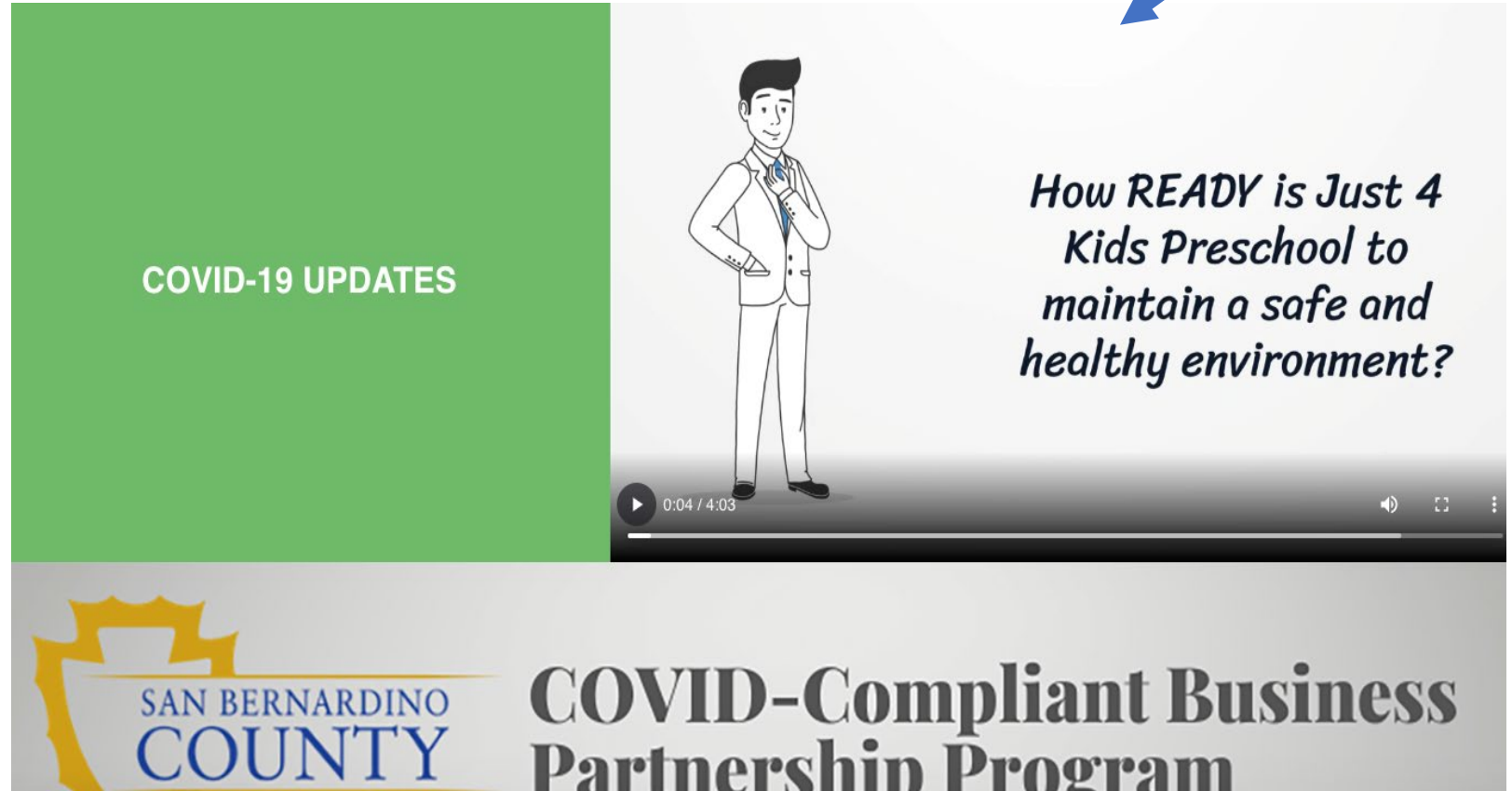
Alvin & Joy Ayusa's COVID LANDING PAGE

Just4Kids Preschool, Hesperia, CA

AMAZING Video
created with
“Doodly”!!

Website and All
Updates *Done for*
Them by

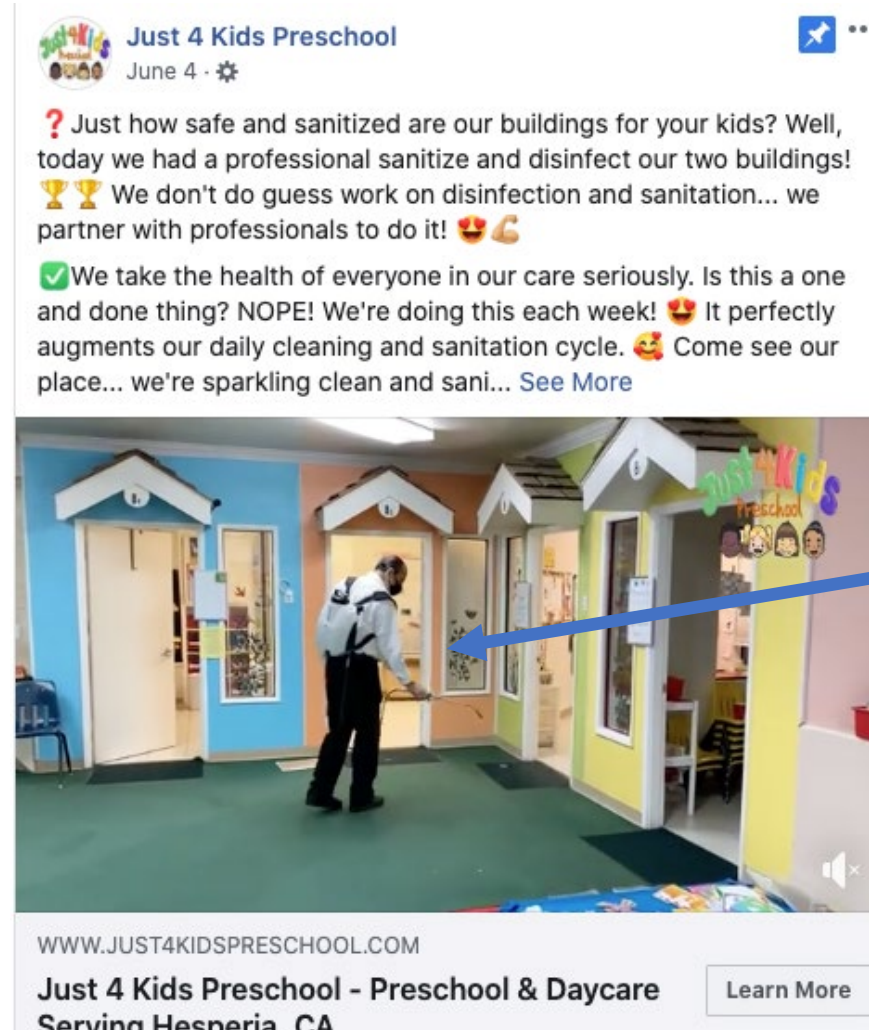
GrowYourCenter.com



Alvin & Joy Ayusa's FB PAGE


Just4Kids Preschool, Hesperia, CA

As I guided earlier,
DEMONSTRATE each
protocol step and
put their minds to
EASE!




Julie Roy

Montessori Education Centers, Omaha, NE




Programs ▾ Preschools ▾ Calendar Resources ▾ About ▾ Careers Contact Us



WE'VE ALWAYS BEEN CLEAN AND SAFE BUT NOW WE ARE SPARKLING!

Here Are The Anti-Covid
Measures We Are Taking
To Keep Your Child Safe:



Screening Children By
Checking Temperatures Twice
A Day



Increased Cleaning And Hourly
Sanitization Schedule



All Cleaning Materials Are EAP
Approved Chemicals



No Risk Of
Transmission With
Touchless Tours



Comprehensive Covid
Response And
Preparedness Plan



Social Distancing Of
Staff Members And
Children When
Possible



Reduction Of Class
Size To Reduce
Contagion Risks

Virtual “Warm Welcome” to New Clients

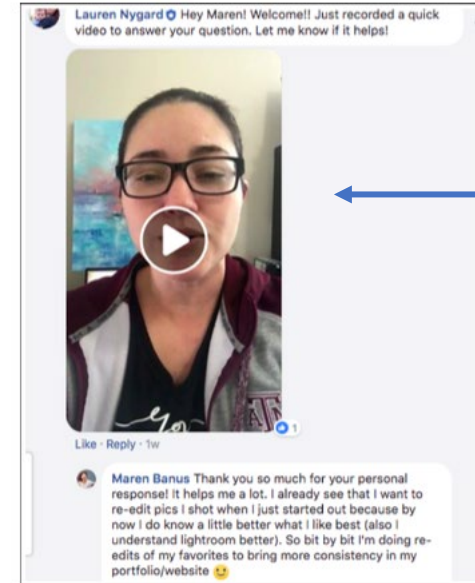
Record a simple, personalized Welcome Video for each new student / family that enrolls

Welcome them to the family

From teacher or director or you

Send it directly to them via email or FB messenger (or other platform)

Post on private parents FB group so they can be welcomed by others



Teacher
welcoming



Mom
responding



THE CHILD CARE
SUCCESS ACADEMY



For *Prospective* Parents:
Virtual Tours and Virtual Open Houses

For *Existing* Parents:
Informational Evening ZOOMs

Tips for Doing a Great Virtual Tour



- Write out the “flow” and the key benefits you want to hit
- Practice makes perfect – shoot a video then watch it back to make sure it looks good, audio is good, not shaky, no clutter in the background etc.
- Personalize it as a recorded video you can text your prospect, or...
- Do it Live via Zoom, Google Meet, or Facetime (on your phone or tablet)
- Ask your prospect in advance for her “top areas of interest” and hit those hot buttons first and foremost

TRANSPARENCY in Action



— What Are The Tuition Guidelines Should Just 4 Kids Preschool Suspend Operations?

Per our Financial Agreement and Parents Handbook, no credit or refunds given for days that the center is closed. We understand however that we are in an unprecedented situation; thus, please be guided with our Tuition Guidelines below should Just 4 Kids Preschool be unable to operate.

Scenario

Payment

Less than a week closure

Tuition will be charged in full.

1 Week of Closure

Tuition will be charged in full.

2 Weeks of Closure

Tuition will be charged at 50%

More than 2 Weeks of Closure

Tuition will not be charged, and space will be held until reopened.



Action Steps!

What is the FIRST action step you COMMIT to taking, from this session?

Write it down in CAPS!

SHARE in the Chat!

As a Thank You for Being Here Today...



The World's Largest *Business* Conference for Early Learning
In its 9th Year

On this webinar, you learned WHAT to do to fix your enrollment and staff “FEAR” problem.

When you and your leaders attend the Summit, you’ll get the shortcuts, tools, motivation, and accountability to actually **GET IT DONE.**





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Proudly Presents:

CHILD CARE *Reimagined*

A virtual Summit experience with a
Kris Murray twist!

October 14th - 16th, 2020

Join These Celebrated Keynote Speakers for our 3-Day Virtual Event

Simon Sinek • Kris Murray • Trent Shelton



Tickets are **only \$197**, through
September 30

www.ChildCareSuccessSummit.com

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And SAVE 50%



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**\$98.50
EACH!**

Tickets are ~~only \$197~~, through
THIS MONDAY 9/21 AT MIDNIGHT

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3 Incredible Days of Fun, Content, and Experiences, and CONNECTION!

- Not just another “Zoom” or Webinar! Far from it!
- We’ll ship you a box of goodies prior to the event
- Small group sharing – make new friends in the industry
- **Incredible content, breakout workshops, motivation, tools, and implementation ideas**



THE ONLY CATCH IS... 50% OFF PROMO CODE EXPIRES
MONDAY NIGHT Sep. 21 at Midnight

ONLY \$98.50 PER PERSON
BRING ALL YOUR LEADERS!

-> www.ChildcareSuccessSummit.com



“This has been the most amazing experience that I have ever had. If you’re thinking about growing your business or just thinking about going to the next level, this is the absolute best place to come.”



Shanise Car, Happy Hearts & Bright Minds Child Care Center, OH

“We travel for 19 hours to get here and the value is huge, just massive. No doubt in my mind that the money we invested in coming here will be paid back multiple times over.”



Gary Pierce, Isle of Mann

“You’re going to be completely recharged, 1000% rejuvenated and walk away with a hundred different ideas and a million friends.”



Neydary Zambrano & Jennifer Slavin, Magic Memories, PA

“I got back up to full capacity with a wait list using the strategies I learned from The Child Care Success Summit™.”



Stephanie Shoemake, Peas in a Pod Learning Center, College Station TX





Kris is instrumental in driving home the mindset that takes you to the next level. Her content is fresh and on the edge and her connection with her clients is personal and yet professional.

Lynne Sutton

CEO @ Kids Korner



“Attending the Summit was the BEST investment I’ve made for my Montessori schools, hands down!”

I attended my first Child Care Success Summit™ in October 2107 in Chicago. I thought...what a great way to meet some new people that share the same love for childcare as myself! NEVER expecting what this last month has brought! 22 years in childcare and I’m learning something new EVERYDAY! We have enrolled 25 students just this month and the inquiries are on fire! I must say thank you to Kris. Honestly, when we attended the Summit we truly thought we were awesome and we were doing everything we needed to be doing. Ummmm NO! Kris truly cares and I can CLEARLY see the difference in my business. I just want to say thank you, thank you, thank you! This is truly the BEST investment I have made for our business hands down.

*Julie Di Ponio Roy, Owner @ Montessori Educational Centers,
9 locations, Omaha, NE*



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**\$98.50
EACH!**

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