

Promoting Your Early Years Setting to **Boost Occupancy**



Table of Contents

Click on a chapter to go straight to that page or click on our logo in the bottom left corner to get back here.

1 Introduction

2 Sharpening your image

3 Website 101

4 Social media mastery

5 Sindye Alexander: Connecting with millennial parents

6 Google & you: A love story

7 Referrals: Tell a friend

8 Old school publicity: PR & marketing

9 Much ado about data



Introduction

Occupancy is everything.

Okay, not quite everything, but it's a lot. What would your early years setting look like if you didn't have any children on roll? It would just be a few adults sitting around playing with playdough together.

I know you've got a lot on your plate right now. But it's more important than ever you've got a handle on your occupancy. Luckily, we're here to help make that easier for you.

To keep your business running and provide the best care possible to your children, you'll need to either maintain or actively grow your occupancy. Much of this lies in making yourself known. When parents in your area think child care, yours should be the first setting that comes to mind.

We've put this guide together to help put your occupancy goals within reach. You can expect to learn a range of strategies to boost awareness of your early years setting within the community, minimise overhead costs, and improve your scheduling.

The bottom line? Boosting your occupancy, growing your business and helping more families.

This guide is meant to have something for everyone, from occupancy rookies to self-styled PR experts. You might find that we cover something you already know — if so, congratulations! Regardless of your experience, we hope you'll be able to come away from this with at least a tip or two on how to make your early years setting that much better.

Ready? Let's get started.



Sharpening your image

Who are you?

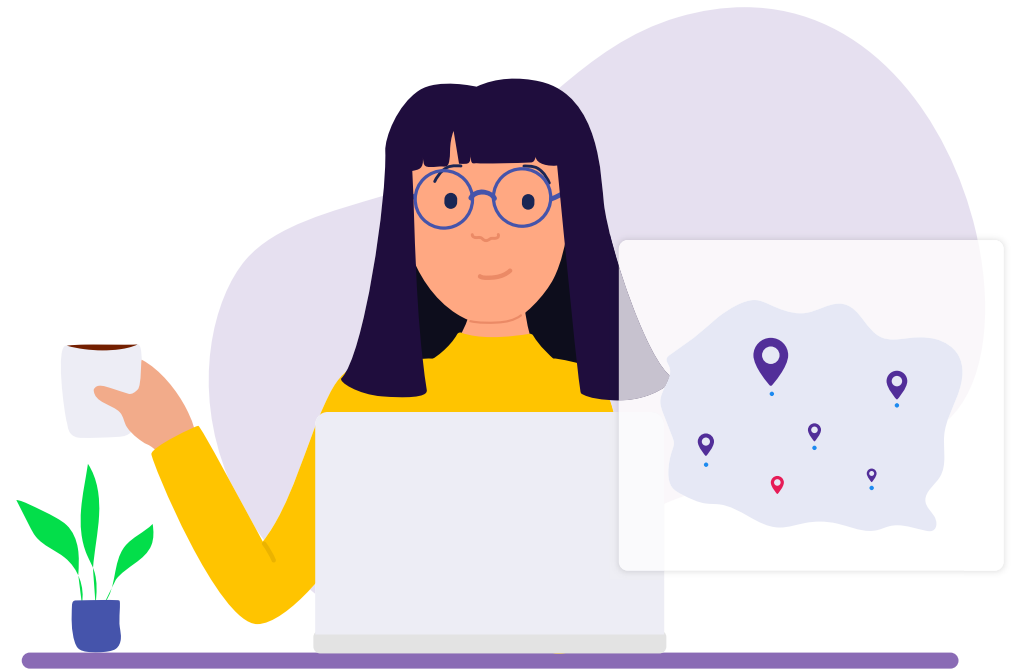
If there are a number of child care providers in your area, it's worth asking yourself.

You've got an opportunity to make yourself known, seen and heard, to stand out from the pack. It's just a question of how you choose to do it.

A good starting point is some competitor research. Now is a great time to create or update your list of the other early years settings in your area, and who they are. Head to their websites and social media pages to get an idea of the features they offer, and what they emphasise.

In marketing terms, what is their unique selling point? What are they doing that nobody else does? What are parents saying about them on Facebook and Google reviews? Once you know what others are doing, you'll get an idea of how best to set yourself apart.

This might be a matter of emphasising something you're already doing, or you might pick up a new practice entirely.



















Think about how you want to be perceived by potential customers – Not just in terms of standout presence, but as a brand. Do you want to be composed and professional, or family-oriented and playful? This is all about the personal impression you want to make on potential new families.

Once you've got an idea of who you are as a provider, it's time to start making yourself known.



Here's a list of potential standout traits or practices to get some ideas flowing:



-  Outdoor classroom or outdoor-focused curriculum
-  Excellent food (100 percent organic, vegetarian options, no hyper-processed foods)
-  Flexible hours, accommodating parents working outside the 9-5 window
-  "Best of" award or other local accolades
-  Special practitioner training or qualifications
-  Evening/weekend care availability
-  Longest-running setting in the local early years market
-  After-school options such as a homework club
-  Free diapers
-  Regular field trips
-  Digital parent communication system
-  Language or other special interest classes
-  Vegetable garden where children can grow their own food
-  Contactless sign-in and sign-out system
-  Sharp cleaning and hygiene regimen
-  Small class sizes



Website 101

It's 2020. Why are we still spending time talking about websites? Everyone knows about websites.

Simply put, it's because a website remains the easiest and best way to boost awareness of your early years setting. If you don't have one, it's time to make one. If you do have one, we've got some ideas to make it even better.

Here's some of the most important functions of a website:

Giving a memorable image and voice to your early years setting

Communicating the services and experiences you offer

Sharing upcoming events and news

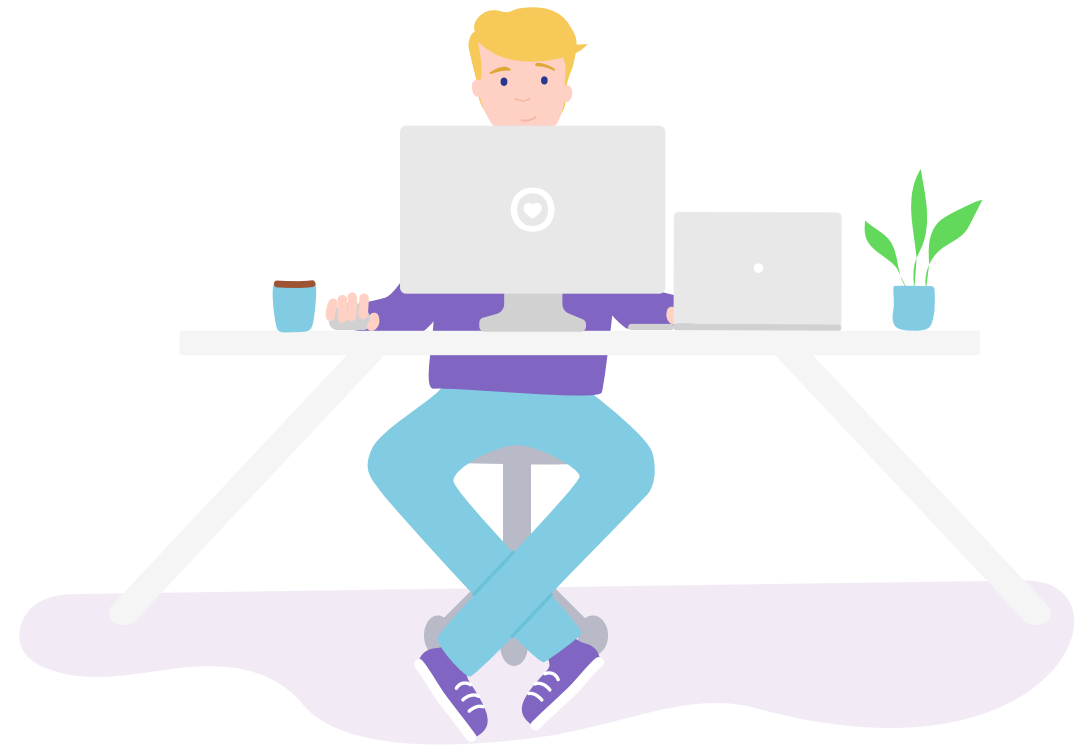
Ensuring you appear in search results for queries like "child care near me"

Offering a way for prospective parents to contact you and arrange for a tour



Everything starts with an online search — if you don't have a website, you're behind the curve. It's a great chance to make a first impression that shows off your unique benefits and character.

- Sindye, Child Care Marketing Expert



If you don't yet have a website, start here. Otherwise skip to page 9.



Do it yourself

If you'd like to do things yourself, good news: It's easier than ever. With just a little know-how, you can get a great-looking website and have full control over any updates and edits you'd like to see.

Here's three options to consider:

1. Weebly

With 30 million users and counting, Weebly is one of the most accessible website builders around. Its simple drag-and-drop interface allows you to make a great site without needing much technical know-how.



2. Squarespace

Like Weebly, but with a bit more of a learning curve. Known for very sleek web themes, this is a good option if you really want to make an impression in terms of website aesthetics.



3. WordPress

More complex, but with greater capability. Not recommended for absolute beginners – but with some experience and Youtube tutorials, you can get great control over nearly every element of your website's look and layout.



... or leave it to the experts.

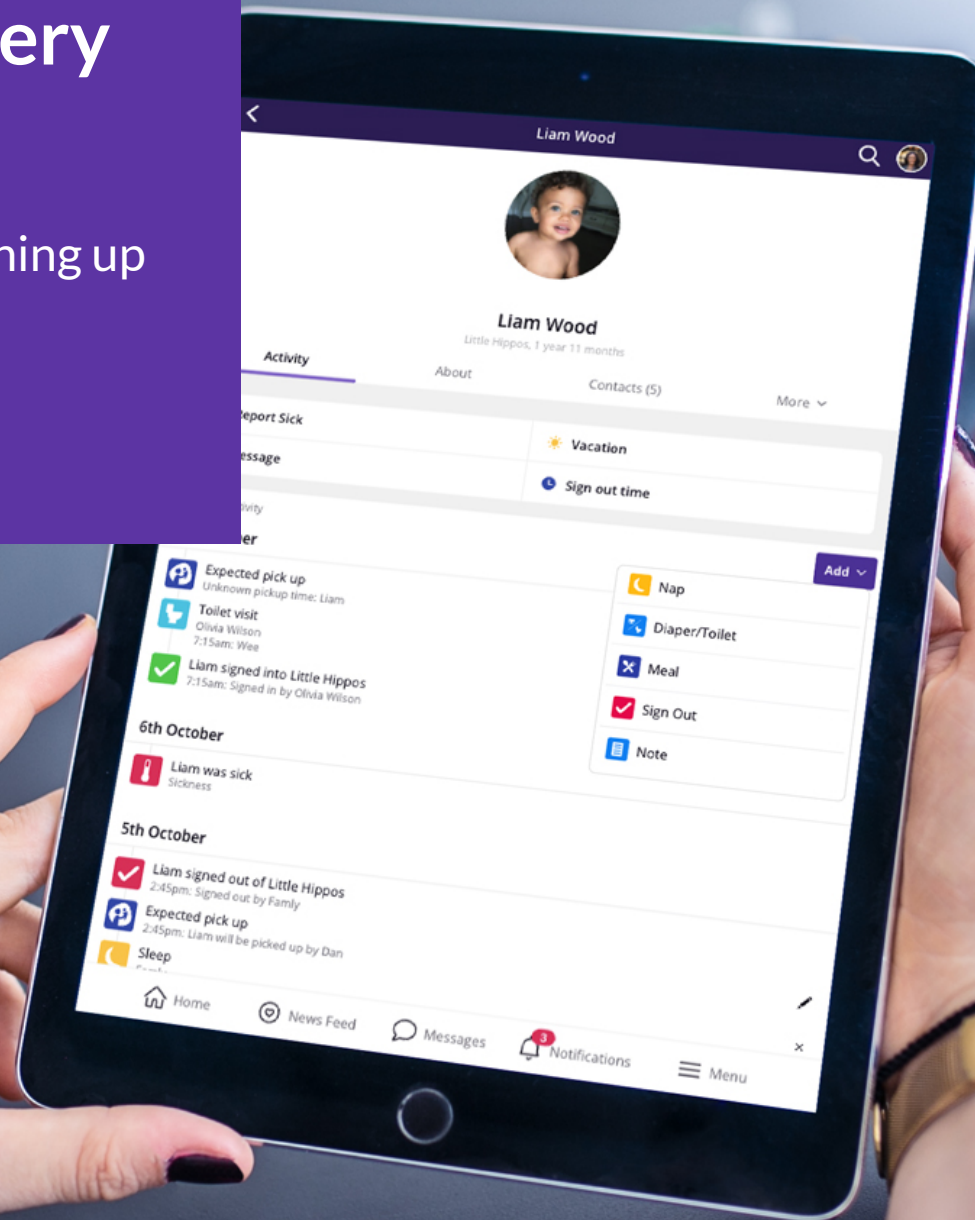
If you don't care to get your digital hands dirty, you could go for a **full-service web design company**. You tell them what you want, they build it for you. Easy. Most of these offer additional services like web traffic analytics and email integration, for a price of course. This sort of service is going to be clean, professional and polished, but also more expensive than doing it yourself. To find local options, try searching for terms like "web design services" or "digital agency" in your area.



It's time for better nursery management software

See how easy it is to use Famly by signing up for a free demo today:

family.co/demo



If you already have a website, great work! You can start here.

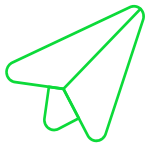
Think about your website like a storefront window display. If you passed by on the sidewalk, would you stop to take a look, or keep on walking? Your website should be friendly, up to date, and simple. Prospective parents and business partners need to be immediately captured by the look of your site, and it needs to be easy for them to find what they're after.

Copy



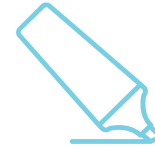
What sort of a voice do you convey through your writing? You want to sound professional and capable, but still human. Read through your writing and ask yourself if there's anything you could convey in a simpler way, or if you use any phrasing you wouldn't use in normal conversation. Make sure your sentences vary in length, to keep things engaging, and break up big paragraphs if you have them.

Updates

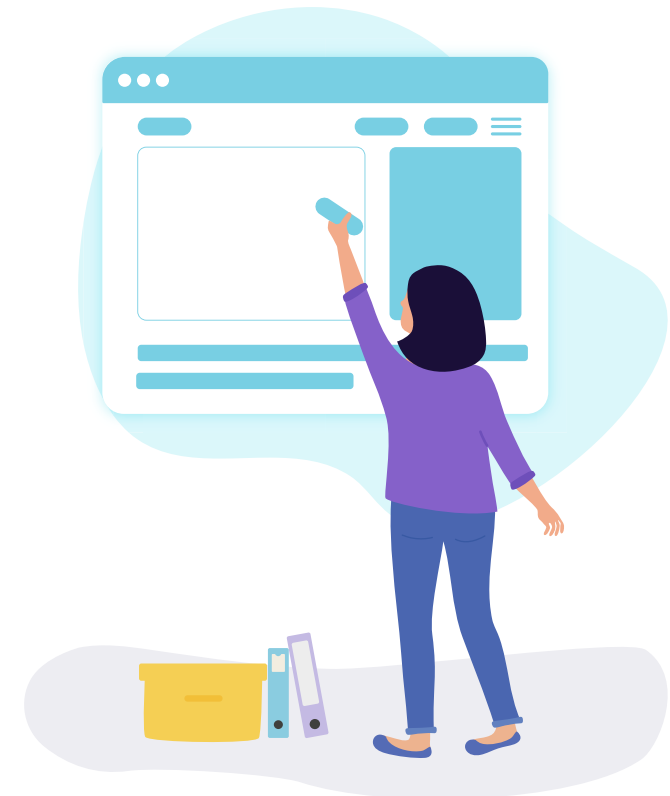


If it's mid-March and you're still promoting your Halloween celebrations from last year, that's a bad look. Put time aside each month to update your website, and make sure your site reflects the latest and greatest of what you're up to at your early years setting.

Keywords



When a prospective family searches for child care, you want your website to show up as high as possible on their search results page. The simplest way to do this is to make sure your website frequently includes the same words and language that a customer might use to find child care via Google. Obviously, "early years setting" or "nursery" is key – but also think about synonyms, like "daycare", "preschool", "kindergarten" or "EYFS" as well as your city and neighbourhood.



Website must-haves

- Contact information, enquiry forms
- An “About Us” page that introduces you and your story to visitors, and what makes your setting unique
- Images and visuals that show your setting in its best light
- Frequent updates with news and special stories (aim to update regularly)
- A video tour of your site, if possible
- Emphasis on simplicity and ease of use
- Parent testimonials
- Ratings from certification bodies
- A personal video to introduce yourself, the staff, and your setting



Staying in touch with newsletters



Monthly or weekly newsletters are a simple and cheap way of keeping parents updated with what’s going on at your early years setting.

There’s a lot of room to get intricate and artistic here. Online email newsletter services like Mailchimp offer templates to make your updates look uniform and professional, but you don’t need to spend hours tweaking your newsletters. If you’re short on time, don’t be afraid to send regular updates in a normal email format – or directly to parents through a nursery management app.

Here are some things to consider when putting together a great, practical newsletter:

- Decide whether to use a service like Mailchimp or do it yourself
- Sort out a simple, consistent template for your newsletters
- Write one or two paragraphs updating parents on news and updates from your setting
- Consider sending our periodic offers and discounts to incentivise regular readers
- Include relevant articles to start conversations and add value
- Encourage parents to refer new families, and promote your referral program



Social Media Mastery

So you've got a website up and running. Great!

But if you want to cast your net as wide as possible, your early years setting also needs to have an active presence on social media.

Social media will allow you to make a more personal impression with your existing and future customers. You'll show up alongside posts from their friends, family and neighbours – in some cases, this can make a more meaningful, lasting impression than you can get from a website. Not only that, but your social media posts are easy to share across networks, giving you even more exposure.

Finally, you can use social media to post updates and important messages about the goings-on at your early years setting, and to further build up a sense of identity for your brand. Long story short, there's a lot social media can do for you.

For this guide, we're just going to cover Facebook and Instagram, which we think are the two most important platforms for boosting awareness and occupancy but you could also try out Twitter, Pinterest, LinkedIn and others.



Facebook

If you're going to pick one social media platform to use, make it Facebook. 2.4 billion people around the world use it, and if you play your cards right, you'll get some of them signing up with your early years setting.

Used correctly, Facebook can completely change the way you approach interactions with parents. Here are some tips for how to get the most out of your Facebook page:



Know your goal

6 min

Are you providing practical information to parents?
Are you making an important news announcement?
Are you sharing something to attract new customers?
Set your intent before you create your post, and let that inform your focus and tone.



Like



Comment



Share



Show some personality

4 min

It's Facebook, not a board meeting. If you're excited or feeling playful, share that with your audience. Use emojis to give a bit of color and character to your writing.



Like



Comment



Share



Make an impression - and do it quick

5 min

Attention spans are limited. Make your posts short, to the point, and compelling. If the first sentence doesn't make you want to read more, rewrite that first sentence. If you must make long posts, break up the big paragraphs with line breaks.



Like



Comment



Share



Update regularly

3 min

Once you've got your page up and running, keep it free of cobwebs. Sharing regular updates gives you real-world credibility, and helps interested parents feel more involved with the day-to-day activities going on at your child care center.



Like



Comment



Share



 **Stay involved**
2 min

Facebook is a great medium for starting conversations with your community. Be sure to invite conversations in the comment section, and to follow up on any comments posted. Think of it as a chance to put your commitment on display.

 Like  Comment  Share

 **Encourage reviews**
1 min

Facebook now offers businesses and organizations the ability to display a public rating. In person and through Facebook, encourage your happy parents to leave positive reviews on the page. Personal testimonials go a long way in giving your business credibility for potential customers.

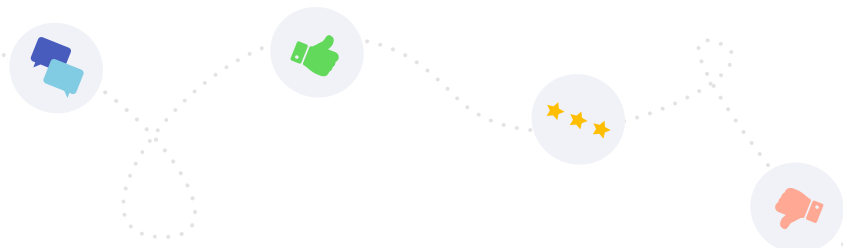
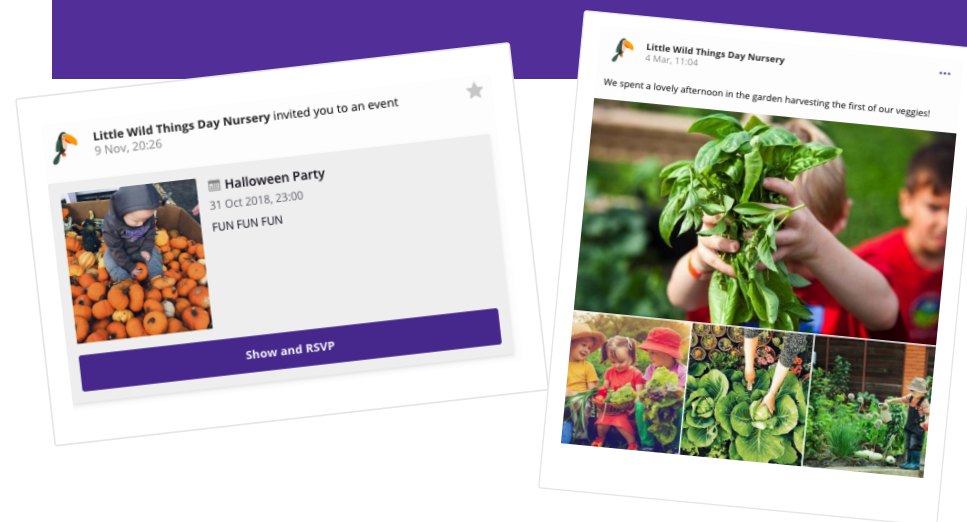
 Like  Comment  Share

Types of posts



Here's a few ideas on the types of content you could share on Facebook.

- Photos of happy children and fun activities (make sure to ask parent permission before sharing though!)
- Publicity posts for upcoming events at your early years setting
- Sharing good news, like inspection reports or new playground equipment
- Asking questions to the community about your setting, or sourcing feedback
- Advertising in local parenting groups
- Promoting advertising or marketing materials
- Sharing parent voices, such as recorded testimonial videos
- Staff profiles introducing different members of the team



Instagram

If you're going for a second social media platform, we recommend Instagram.

The simple, visual format is well-suited to convey the colourful happenings at your early years setting. Plus, lots of parents (especially younger ones) use Instagram in their daily personal lives, so it's an accessible and easy way to make connections.

Because of this, you can use Instagram to both recruit parents to sign up their children, or get current parents to sign up for more slots in your schedule. Plus, the prominent "My Story" feature makes it easy to share casual, meaningful updates from each day.

Here are some tips to up your Instagram game.



Use the filters and editing tools to touch up photos before sharing. Just be careful to not overdo it.

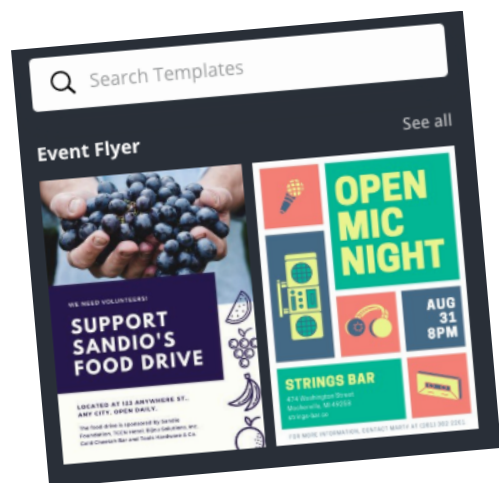
#earlylearning #childcareprovider #school #playschool #IOwnADaycare #children #moms #coach #childcarecoach #toys #success #potty #AndraignitesChildcare #Childcareboss #childcarelife #childcarecenter #afterschool #ece #enrollment #mydreamchildcarelife #FocusBoard

Explore what hashtags other early years settings or parents might be using — including these in your own caption can help expose your business to new audiences.

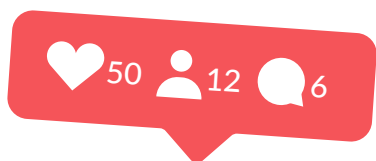


Share pictures of great activities you're doing, or to promote good news at your setting.





Use simple tools like [Canva](#) to create flyers and promotional posters to advertise upcoming events, discounts or announcements.



Remember to post consistently, so as to seem active and attentive to your customers. Some content can be shared on both Facebook and Instagram, if you want to get a bit more bang for your buck.

Ethics on sharing pictures of children



Everyone loves a cute picture of children. But there's an ethics conversation to be had here, especially when you're thinking about sharing pictures of young children who don't yet understand Instagram. Get consent from children's parents before sharing their images online, or focus on pictures that don't show children's faces.

Each early years setting can approach this in their own way. But just make sure you give some thought to the ethics involved here, and make sure your Instagram feed doesn't give the wrong message about how you regard children's independence and autonomy.



In conversation: Connecting with millennial parents

An interview with Sindye Alexander of the Child Care Success Company.



Sindye Alexander got started in child care 26 years ago, operating a small daycare out of her house after her daughter was born. This small operation later grew into a licensed daycare, and then to a full-service nursery with a capacity of 120 children. Along the way, Sindye discovered a talent for the marketing and branding end of the child care business.

She has worked with Kris Murray and the Child Care Success Company as a client since 2011, and joined the team in 2016. She is presently the Director of Marketing and a Trainer with the Child Care Success Company. Her primary expertise is in marketing, occupancy strategies and school culture.

We called up Sindye for a conversation about how a new generation of parents changes the market expectations in the early years sector.

Q: Thanks for making the time to talk, Sindye. To start out, are we seeing changes in how parents find child care providers? I assume nobody's looking in the phone book any more.

S: *The phone book is dead — everything starts with an online search. If you don't have a website and a Facebook page, you're behind the curve. The next most important thing is reviews — no matter if you're buying a vacuum cleaner or windshield wipers, you're checking reviews online. How much more closely would you look at reviews for an early years setting, for someone to care for the most important people in your life? You really have to have a system for collecting and sharing reviews.*

Another thing is being sure that in your marketing message, you're showing off your unique benefits and features. At the Child Care Success Company, we're teaching that you have to find your unique traits as a business, and sell and spin those, and you're going to attract the people that align with what you're offering.



📍 As far as new services that providers are offering, I wanted to talk about nursery management software. In your experience, do you find that this software is a big selling point for parents when providers emphasise it in their marketing material?

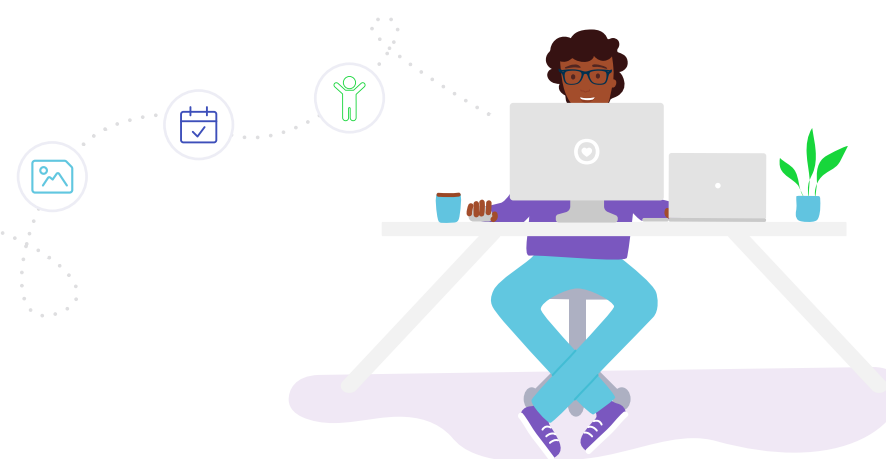
S: I think it's absolutely essential for early years settings today to have a parent communication app. Communication is the biggest possibility for a reason a parent might want to leave you, and it's the easiest thing to change. I wrote in my book, and I teach about this often from a workplace standpoint: **If an employee feels they don't have all the information they need to do their job, it's a really big demotivator.**

If a parent doesn't feel like they're getting the information they need from the staff at their child's early years setting – on their child's day, or what supplies are needed, or any concerns – they don't like to be surprised later on. That can really cause some negative feelings.



You should be proactive with your communication, and keep parents posted with daily updates. It could be what the children ate for lunch, or a photo of them on the playground, or doing an art activity, or even melting down – **because sometimes parents need to see the face to know how serious the meltdown was.**

When you can provide that information to the parent, it really endears you and your service to them, because they feel that you're making efforts to keep them in the loop. They already feel guilty about being away from their child half the day. **You want to reinforce that they've made the right choice in you by providing them with evidence that you're on top of things.**



📍: In terms of marketing messages, how would you recommend providers promote their software? Are there any functionalities that really resonate with parents?

S: When you can look at your invoices, and pay your bill, and check in and out, and search your attendance records, or check your child's diet, that type of thing can be super valuable to parents. I would also work on reducing parents' guilt over being away from their children by keeping them informed and in touch with you and your practitioners. Some apps have two-way communication, where the parent can text directly to their child's practitioner, rather than having to call a front desk or office. **Having that feeling of being in the loop is really important.**

📍: On average, parents today are waiting to have children until later in life. Does this new generation of older parents have different expectations in what they want from a child care provider?

S: I would say yes. Generally speaking, they've seen and experienced more, so they're expecting more. They want quality, good service, trust, and a sense of professionalism. And when I say professionalism, I mean sophistication in your systems. **They expect you to have a Facebook page and do active marketing, to keep them informed through email newsletters and parent communication apps.** Electronic check-ins and payment options merge with the software they already use in their day to day, so those are important conveniences to them.

Also, having camera and webcam functionality is important. It's not to say that you should be live-streaming your classrooms, but it's important to have in the case that a parent has a question and needs to see their child, or look at the classroom setup. **So I would say that cameras and parent communication apps are the biggest expectations among new parents these days.** They were novelties ten years ago, and now they're just expected. If you don't have them, you're behind the curve.

As far as the type of program, those things are really secondary to that sense of trust and quality. The systems and functionality of your program plays into that trust. **If parents can see that you're doing these outward, customer-facing efforts like marketing and communication, they'll trust that you have it together when it comes to taking care of the classroom.**



Google and You: A Love Story

Think about how often you've used Google to inform a purchase. Whether you're going out to eat, hiring a cleaning service or getting new orthopedic inserts for your shoes, Google is our go-to for learning more before we buy.

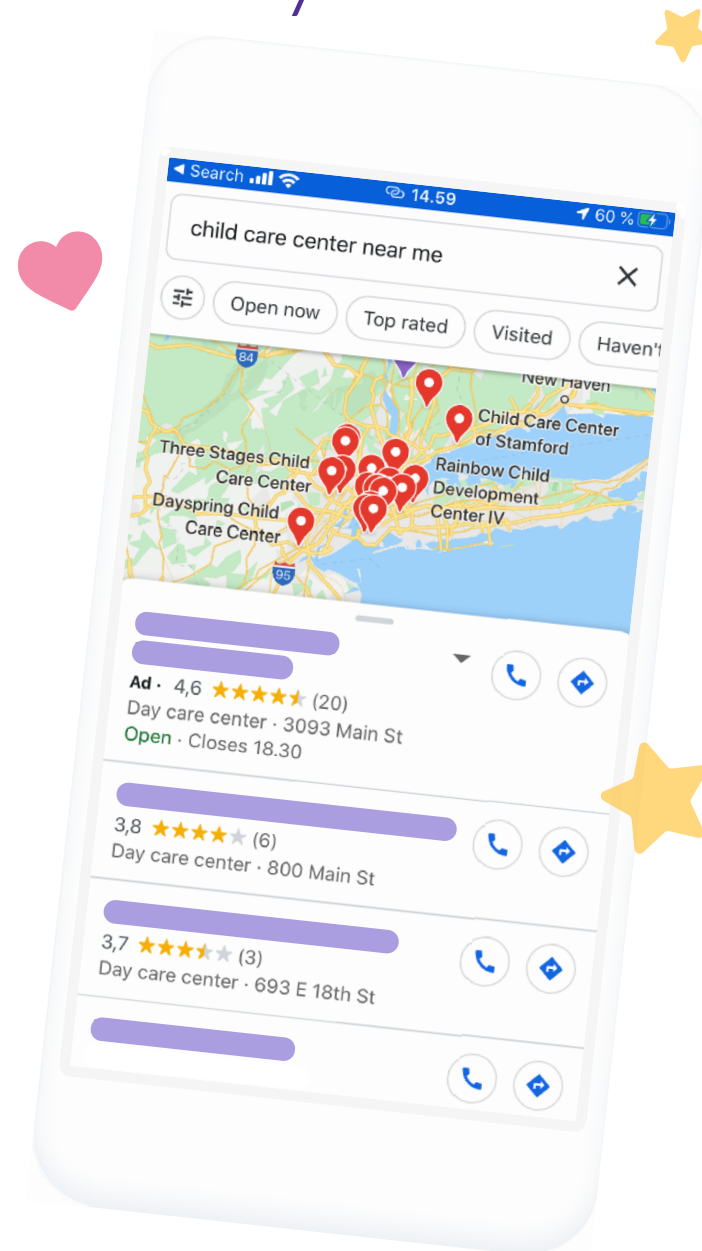
The same is true for child care. When parents type "child care near me" into the search bar, you want to make sure your business shows up.

The bad news is, this doesn't happen automatically.

The good news is, it's pretty easy to make it happen, and you can get a lot out of it.

Google My Business

Google My Business is your passport for showing up in local Google searches. By claiming a free listing for your business, you're able to maintain a page with essential information about your business. Here, you should share your address, opening hours, services, customer reviews, photos and more. This is also a great place to collect reviews, which are crucial in winning over potential customers.



Here's how you can get started.

1. Go to [google.com/business](https://www.google.com/business) to open your account

Here, you can either claim your business (if Google already has it registered), or add your business to their database. They'll walk you through the first steps, including verifying that you own the business and filling out some essential information.

2. Verify your business

Google can send you a postcard, web notification, email, or give you a phone call to confirm you're the rightful owner of your business profile page.

3. Add some photos to your My Business page

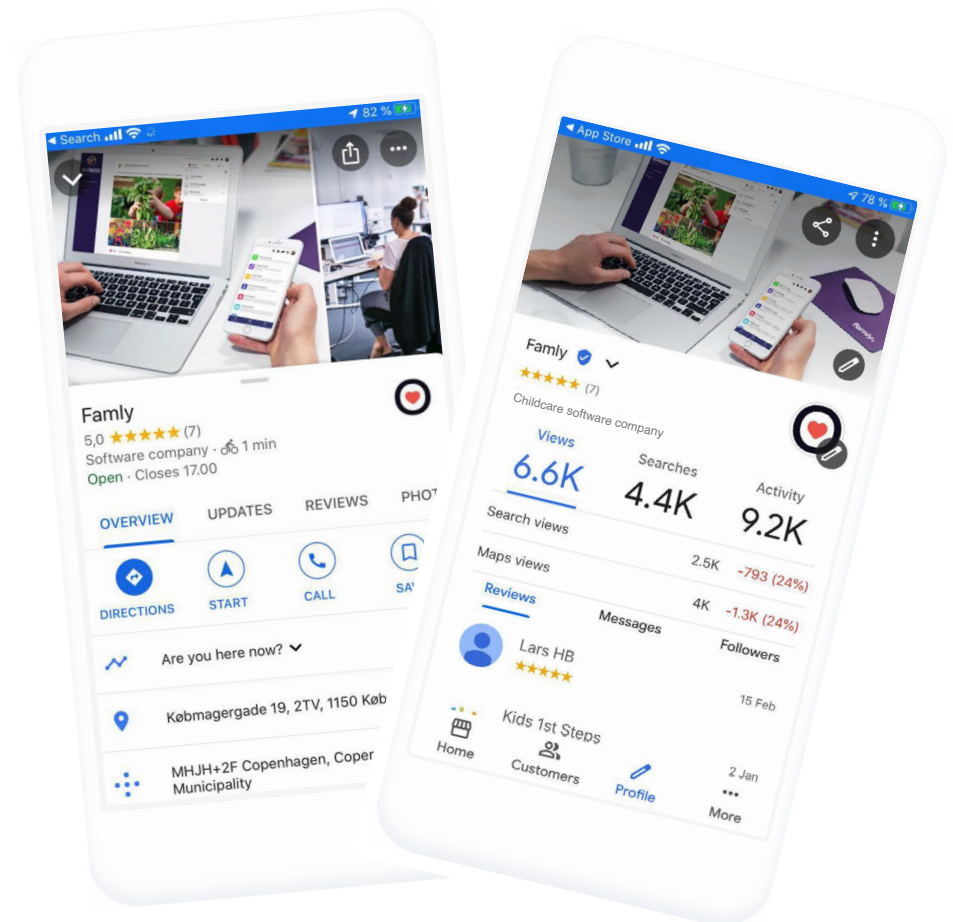
According to Google, businesses with photos see 35% more clicks to their website, and 42% higher requests for driving directions via Google Maps. First impressions matter – Use photos that show your early years setting in its best light.

4. Check back in

Be sure to take a look at your page regularly to ensure that its photos and information are up to date, and that you're responding to any questions or reviews that might get posted on your account.

Pro tip

Make sure you list your address exactly as your postal provider does, including your post code. Any errors in your address can make it more difficult for your business to rank highly on Google.



Referrals: Tell a Friend!

While it's easy to get caught up in all the fancy marketing strategies on the internet, you shouldn't lose track of good old-fashioned word of mouth. Having a happy customer recommend you to their friend or colleague is one of the strongest promotions you can get.

Some referral strategies are going to use the internet, so it's not quite right to say this is the old-fashioned way. Still, the core concept has stood the test of time.

In some way, getting referrals to work in your favour is a bit confusing. You've got a great early years setting, and plenty of satisfied parents. Shouldn't they already be telling their friends about you? You might think so, but often enough, the idea never quite comes to be.

That's where you come in. Referrals are all about giving that final nudge to put your customers into action. Lucky for you, there are plenty of different ways to do that.

Events

We know that right now, in-person events are a bit tricky. If it's not safe to host gatherings in your community, just keep these ideas in mind for when things are back to normal.

Organise a bagel breakfast, a weeknight spaghetti dinner or a weekend event for friends and family, and encourage your current parents to bring their prospective pals along. With some activities for the kids, you're creating an accessible, less pressurised environment to generate referrals.

The core idea is to give new parents an opportunity to meet you in your best light – so be sure to have some leaflets and contact details on hand. Oh, and it wouldn't hurt to do a bit of hoovering beforehand.

Hint: If you're able to host a gathering, remember that free food is never a bad idea.



Making it easy

If you're doing it right, you've already got a lot of happy parents at your early years setting. They might already be telling their friends about that great new early years setting they've been going to. But if it just comes up in passing, will that make a lasting impression?

You want to open a simple path for new parents to learn more about you. First, your website should have easily visible information about your contact details, and how to schedule a visit.

Another idea would be to prepare some simple referral materials for parents. Something like a simple, exciting one-page flyer promoting your setting would be a great resource for parents to pass on to interested friends.



Be ready for feedback

Getting referrals can be scary. What if you encounter a parent who feels hesitant about giving a referral, because they're not fully happy with the way you're running things?

The truth is, if you're asking for referrals you need to be open to feedback. It can feel uncomfortably vulnerable, as though you're making yourself a target for critique. But even a bitter pill can do you good. If your parents aren't recommending you to friends for a reason, isn't it better to know why? You might not be able to resolve the problem right away, but constructive critique opens up a path to an even better operation in the future.



Take it online

Especially these days, an online endorsement might even go further than an in-person referral. Think back to the last time you browsed for takeout food on Google Maps – the Thai restaurant with a 4.7 star rating sure seems like a better pick than the Greek place next door with no ratings.

If you've got this far in the guide, you've already seen the parts about setting up a Facebook page and a Google My Business profile. Both of those are excellent spots to showcase good reviews.

When you're launching your referral programs, don't forget to remind parents to leave you a good rating online. It only takes a few seconds to do, but it could make a world of difference in getting new enquiries for you.

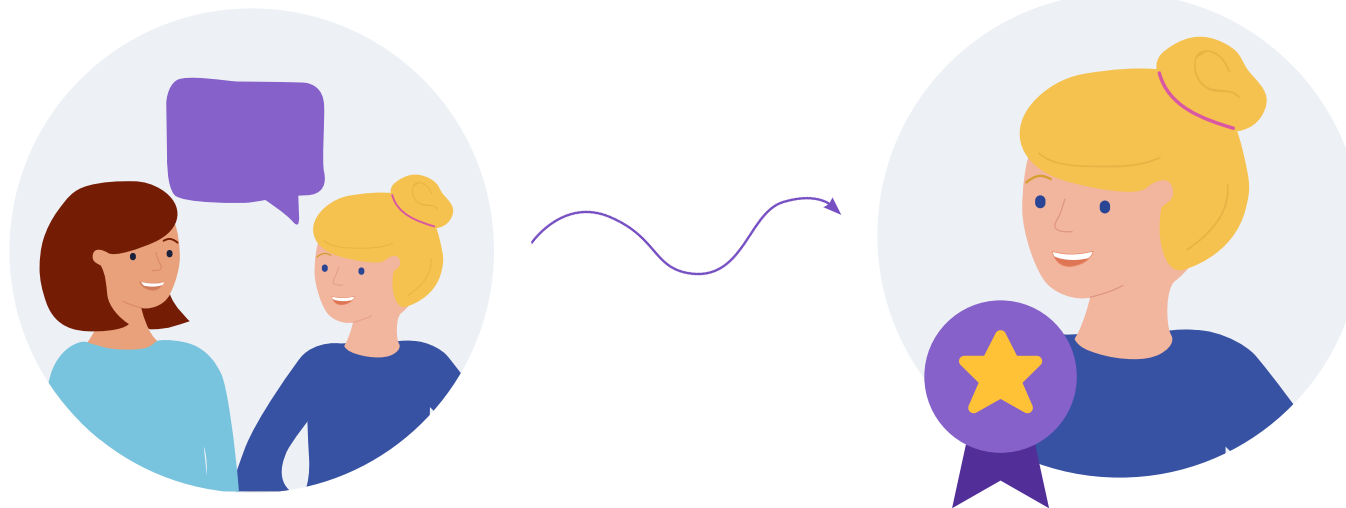
Creative incentive

In a perfect world, parents would be throwing good reviews your way left and right. But the reality of it is, things like this can be easy for them to forget about.

That's why it helps to sweeten the deal.

The idea is simple: if a new parent mentions that they found out about you through an existing parent, that existing parent gets a bonus. This bonus could be a special discount off future care, a gift card to another local business (hello partnership opportunity!) or even a small cash prize.

It's up to you to decide what works best for your budget and business. But no matter what, keep it simple – You don't want would-be referrers to be put off by a complex program.



Old School Publicity: PR and Marketing

As the old saying goes, “If it ain’t broke, don’t fix it.”

There’s plenty of options for digital marketing these days. But the fact is, printed flyers and banners can still do some heavy lifting when it comes to local promotion. If you’d like to do PR the old-fashioned way, we’ve got a few ideas.

Signage and flyers

Direct mail

Acquire flyer, insert in mailbox. Sound easy? It is, and it works. Direct mail allows you to make local, focused impressions, and it’s easy to target specific neighbourhoods where you think there might be some potential customers. You could also post or deliver these flyers yourself. Just make sure that your design includes your name, address, hours, and age range of care.

Promotional banners

Especially if your early years setting is on a busy road in your community, you should make sure everyone driving past knows what your business is. Large, weatherproof signs are relatively cheap and very straightforward — Hang one on the side of the building to make an impression on passersby.

Local flyers

If you don’t want to go delivering promotional mail, you could also hang flyers around your community. Think of places where new parents might hang around and see them — Local coffee shops, community settings, gyms and grocery stores would be good places to start. You may want to ask for permission before you promote your setting in some of these locations.



Making headlines

Talking about yourself is a good start, but getting other people to talk about you is even better.

Let's set a goal of getting some coverage in your local paper. Sure, it's not a New York Times front page feature – but what matters is that it's a trusted community voice, and all of its readers are able to come visit your early years setting.

A great place to start is a simple email or a phone call. Getting a hold of decision makers in your local media is probably easier than you think, and making a personal impression is always a good idea. If you're not already familiar with your local media, take a look online for your city's newspaper, community- or neighbourhood-specific papers, weekly magazines, and any other locally-based publication.

Take a look at what they've covered in the past.

- What sort of stories seem to get their attention?
- Are there any themes or subjects that show up often?
- How could you connect an element of your early years setting to their usual coverage?

Think about your early years setting with a reporter's mindset.



An initial phone call or email is a great start to establish a contact in local media. But if you want to follow up, consider sending along a press release for a story. This is a straightforward, one-page briefer that describes an upcoming event and why it matters. Write simply, and remember to explain why this story matters to the greater community. Remember that it's a newspaper, not a PR agency. They don't owe you coverage, so you need to make a strong case that the community should know what you're up to.

Even if you don't get the coverage you want, make it clear to journalists that they can come to you for comment if they need to know more about child care for another story. This sort of relationship can always pay off down the line, and still gets your name and business in the papers.

Here's a quick list of subjects that might make for a compelling story:



Local charity events that you're participating in



Anniversaries



Fundraising event for your early years setting



New features, equipment, or curriculum initiatives



Trendsetting — Are you doing something that nobody else has done yet



Ways that your setting might fit into a county/national conversation on child care



Hosting an open house with a certain theme or specific goal



Much Ado About Data

What's a section about data doing in this marketing guide? Fair question. As it turns out, data's got a lot to do with boosting occupancy.

If you understand the numbers behind your past and future occupancy, you can optimise your staff schedules and considerably reduce your daily overheads. Also, knowing when your occupancy slows shows you opportunities to get some new children on your playground.

The problem with 'Numbers on Roll'

If you're measuring your business just by the number of children in your care each month, you might be letting a few important insights slip away. The problem is, one child could come in every single day, and another might only be there during the mornings on Fridays. On paper, these two children might appear to have the same impact on your bottom line.

To really get an idea of your occupancy, it's better to think of your current occupancy in comparison to your potential occupancy. Unclear? No worries, we'll clear it up below.

Introducing FTE

FTE stands for Full-Time Equivalent. It's usually expressed as a fraction or a percentage, because it represents your occupancy as the number of hours filled in comparison to the number of hours you could fill.

FTE is pretty easy to figure out. Suppose you have space for ten children, and you operate eight hours a day. To have full occupancy, you need ten children who are there full time – or you could have 20 children who are there for four hours a day. Of course, you'll likely have a mixture of the two.

Each full day of occupancy, then, contributes 0.2 to that week's total. A half day of occupancy would be equivalent to 0.1 of the total.



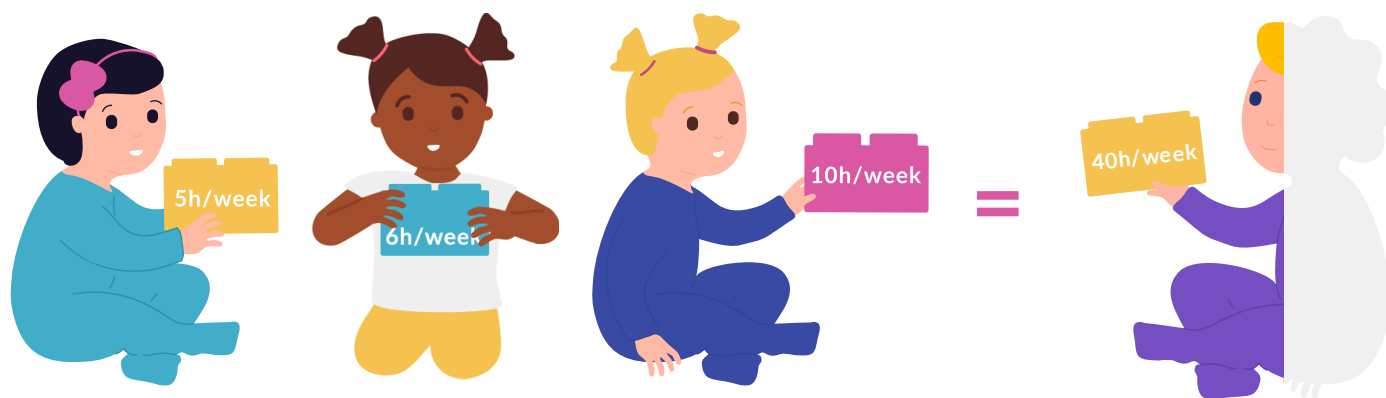
Let's do an example. Suppose you've got 70 children on roll at your early years setting. 30 of them are full-time (8 hours a day, 5 days a week), and 40 are part-time. You don't need to do any math with the full-time children.

Look at the 40 part-timers. One way to calculate FTE is to think of a child on roll full-time, five days a week as having a 1.0 FTE value, representing full and complete attendance.

Run through the weekly schedule of each part-time child, calculating how each one's occupancy stacks up against the 1.0 FTE value. The total of each part-time child's FTE value will tell you how many full-time children it would take to equal the revenue of your part-time children.

FTE= 40h

$21/40 = 0.52 = \sim 1/2$ FTE



In this way, FTE can help reveal gaps in your schedule, and potential sources of lost revenue. 50 part-time children might seem good at first glance, but it's possible that they're only bringing in the same revenue as 15 children who are under full time care. Understanding FTE helps you see where extra staff may be needed or unneeded, and where you've got spaces for additional children.

Pro tip



Doing FTE isn't rocket science, but it can be tedious. If you're feeling lost in the world of Microsoft Excel or too busy to crunch the numbers, modern nursery management software can calculate your FTE and ratios in an instant, and even offer you projections on future occupancy based on your past data.

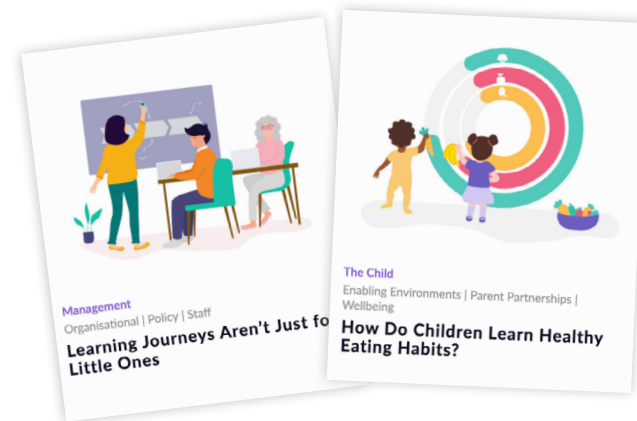


More Resources

We hope you've learned a few helpful tricks from our guide. Interested in a little more know-how? Head over to our [Guides page](#) for more great downloadables, or check out 300+ articles full of big ideas on our [Early Years Blog](#).



[Our Guides page](#)



[Our Early Years Blog](#)



It's time for better nursery management software

See how easy it is to use Famly by signing up for a free demo today:

family.co/demo

