

C-Net Fall Directors' Meeting
Tuesday, November 14, 2024
Workshop Schedule

8:00 – 8:30 a.m.
Registration/Opening

8:30 – 9:30 a.m.

Marketing Matters: How to Stand Out in a Competitive Market

Program Admin.

Gavin Lockaby, Administrator, Grace Christian School, West Columbia, SC

Attracting and retaining families begins with a strong marketing strategy. In this workshop, we'll explore digital marketing essentials as well as more traditional marketing tactics like community outreach and print materials that boost local visibility and trust. You'll walk away with practical strategies that will set your center apart and help you build lasting connections with families.

Crafting an Employee Discipline Process

Program Admin.

Edward Earwood, SC Association of Christian Schools, Columbia, SC

Crafting and implementing an employee discipline process in your workplace is crucial to establishing and maintaining an effective *esprit de corps* among all stakeholders. This workshop will focus on basic ground rules for establishing and implementing an employee discipline system, selecting the system that will be most effective in your workplace, and some practical *Do's and Don'ts* to make the process more successful. Remember, if we fail to plan, we must plan to fail.

9:40 – 10:40 a.m.

Are You an Effective Leader or an Environmental Crusher?

Program Admin.

Linda Parker, North Greenville University, Greenville, SC

This workshop focuses on equipping directors of Child Development Centers with the skills necessary to foster a positive and supportive work environment for their staff. Through interactive activities and discussions, participants will explore vital leadership qualities such as effective communication, empathy, and problem-solving strategies. The workshop emphasizes the importance of understanding the unique challenges that teachers face in their classrooms and personal lives.

10:50 – 11:50 a.m.

"Who Has a Band-Aid?"

Program Admin.

Linda Parker, North Greenville University, Greenville, SC

Child development directors are responsible for the day-to-day operations of a child-care center, preschool, or other early childhood programs. Dealing with the responsibilities of staff, curriculum, families, DSS, policies, enrollment, and more, can be overwhelming. Together we will look at ways to help avoid crisis in the workplace and help change your perspective and your workload.

11:50 a.m. – 12:30 p.m.

Lunch

12:30 – 1:30 p.m.

Asking Questions and Hiring Teachers—Bringing It All Together

Program Admin.

Be prepared to ask pertinent and thought-provoking questions that will help you get a sense of a candidate's skills, personality and ability to handle new situations. We will review questions that cover work experience, specific daycare interview questions, and those telling soft skills interview questions. We will also look at a few examples of childcare job applications and discuss experiences and helpful information as time permits.

1:45 – 2:45 p.m.

Informed and Prepared

Program Admin.

Debbie Earwood, SCACS/C-Net, Columbia, SC

Legal compliance with state and federal agencies is important in protecting your childcare ministry. Review and update on current issues with employment law and regulations will be presented. Striving to conduct childcare business legally and professionally with efficiency and effectiveness will provide greater benefit to the children and families you are serving.

2:45 – 3:00 p.m.

Closing