

Steps to Family Child Care Success (STEPS)



Center for Excellence in Early Development (CEED)



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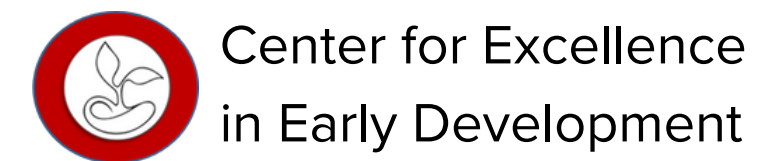
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STEPS is a comprehensive professional development training program designed to increase immigrant and refugee family child care (FCC) providers' skills related to operating a successful business.

A Strengths Based Theoretical Orientation

STEPS Partner Organizations



STEPS has been generously funded by:



The Promise of Family Child Care to Address the Child Care Crisis



- The San Diego County Child Care Blueprint (2023) is focused on creating a more equitable early care and education system that allows every family to have “access to child care that meets their geographic, scheduling, cultural, language and economic needs” and ensures that “the child care provider workforce is highly valued and financially thriving.”
- Because FCC providers often come from diverse backgrounds themselves and live in the same communities where they work, they can engage young children in a shared culture and language that reflect the goals and values of their family and community (Shivers et al., 2007).

Economic Security

- Nearly half (45%) of FCC providers in California report being worried about having enough food for their families, and about three-quarters (77%) worry about their ability to take time off (Kim et al., 2024).
- While the early childhood education workforce as a whole is poorly paid, racial and ethnic wage gaps disproportionately harm Black and Latinx educators, most of whom are female.

STEPS is a proven model that supports entrepreneurship and business development for FCC providers from immigrant and refugee communities.



“And our people, mainly the job in business is self employed mostly, but it’s not the way that we do it here. In the United States it is different, because back home (Somalia) you just open a shop or you just open a day care center, or you just open a cleaning laundry or something, but money comes through with cash, and then you just put it in your bag and you spend with the cash. The electronic system was not there. That’s what we adapted to. All the electronic things, the writing things, the debit card, all of this is new to us, so we have to adapt to that.”
-- HOA cultural navigator

Program Overview

★ ECBO - Cohort Based

Trainings occur in cohorts of FCC providers that share a similar racial, ethnic and linguistic background.

★ Cultural Navigator

Cultural navigators share a similar racial, ethnic and linguistic background as the providers.

She is a great support for us. We are a little forgotten about and thanks to the program it has become known that there are many providers who have needs. We feel that we are not alone. When the pandemic comes and this course came out, I was about to leave the field. I told my cultural navigator that I was about to leave, that I wasn't sure about taking STEPS. She told me take it and then you decide. It was like I got back to my business and was able to get my feet back on the ground. This program came to lift us up, to lift our spirits and to help us get ahead.

-- STEPS FCC Provider



Program Overview

✦ 14-week Training Series

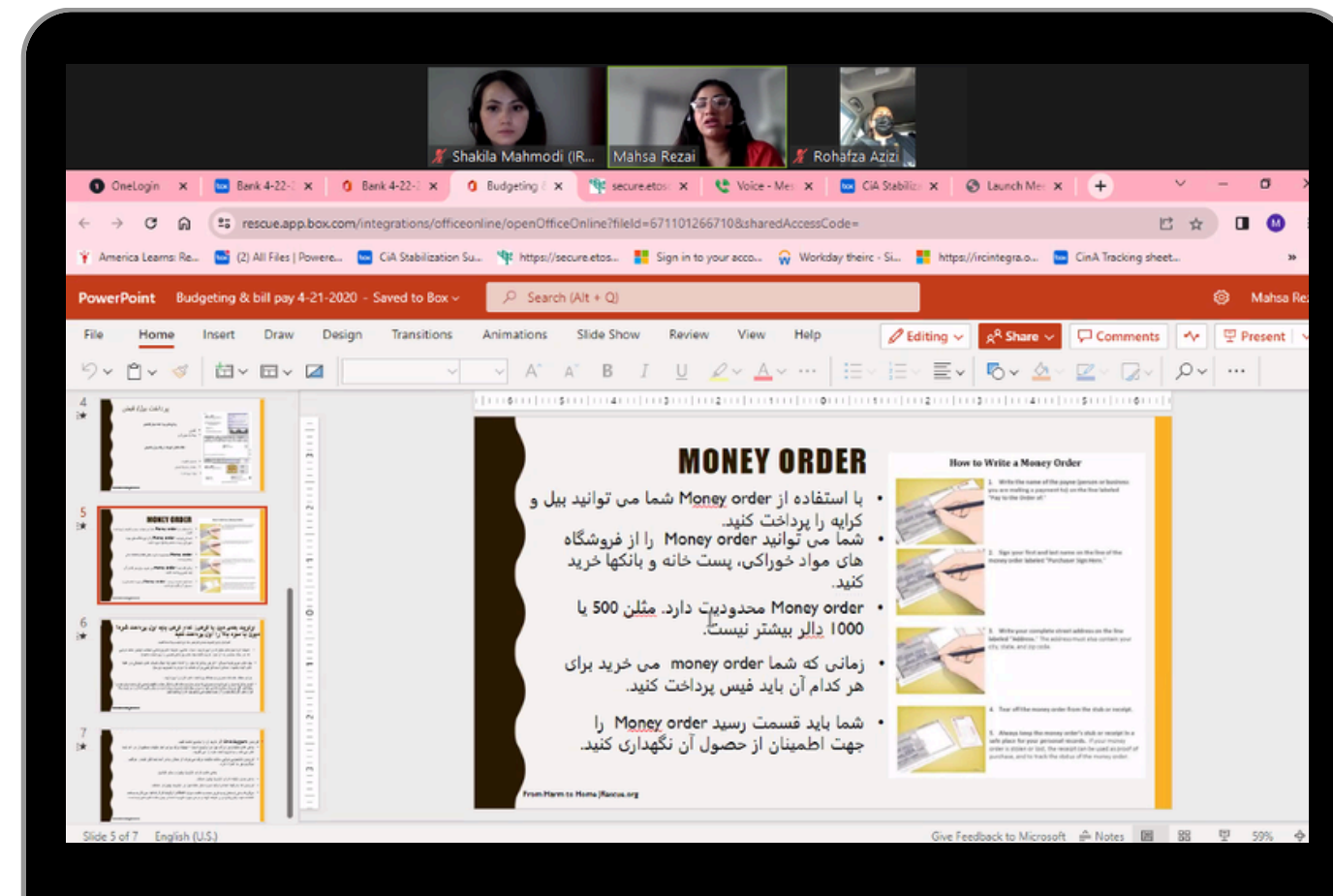
Providers receive a Chromebook and trainings are taught over Zoom in the provider's primary language.

✦ Business Coaching

Cultural navigators use the Business Practices Checklist to determine coaching needs.

Core STEPS Courses:

Financial Literacy
Business Management
Digital Literacy
Tax Ready Business
Marketing



Outcomes Years 1-4



A total of 230 providers completed STEPS, providing evidence of the value of individualized, culturally and linguistically responsive professional development.



With the support of cultural navigators and business counselors, providers collectively secured \$394,509 in capital funds.

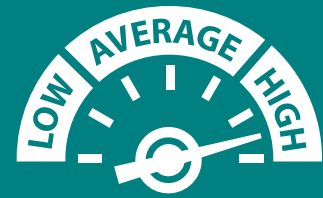


Virtually all providers (93%; n=213) developed personalized business development plans to further increase revenue and the quality of their business.



Enrollment increased or was sustained for 80% (n=204) of providers who began the program with children in their care.

Provider Survey Outcomes in Year 4 (n=64)



91%

rated the STEPS program, classes, and the effect on their business as “very helpful” or “helpful”.

Percentage of providers that were “very confident” or “confident” in the following business practices:



Marketing

82%



Understanding Child Growth & Development

93%



Communicating with Families

94%



Creating Contracts, Policies & Rules

89%



Handling Business Finances

85%



Recordkeeping for Business Taxes

83%

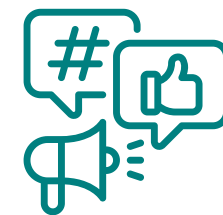


Business Coaching Outcomes

Business Practices Checklist: Goals Completed During STEPS Year 4



76 Licensing & Operations Goals



43 Marketing Goals



35 Financial Management Goals



14 Business Growth Goals



14 Recordkeeping Goals



11 Networks and Provider Program Goals

Recommendations

-  **Invest in Communities of Color**
-  **Build Foundational Business Practices**
-  **Invest in Partnerships**
-  **Integrate Research**

High Rate of Return on Investment



By investing in the FCC workforce, the children, families, and communities they serve are also supported. The STEPS model delivers:

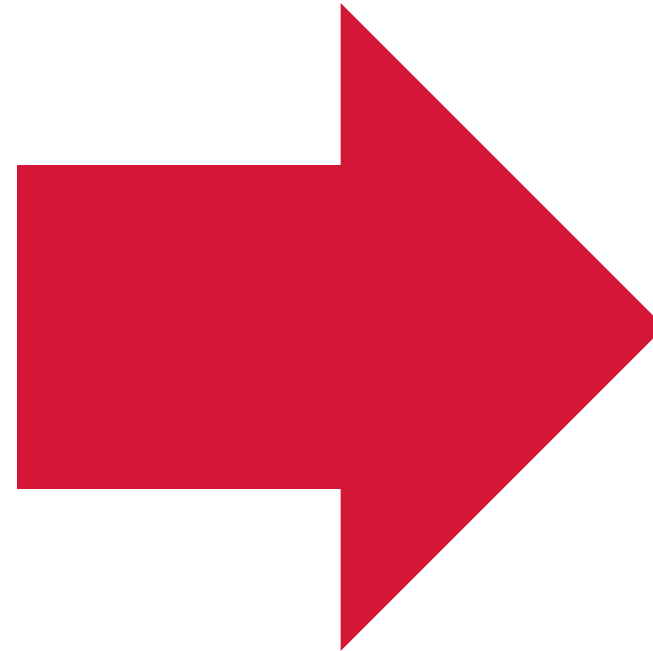
● **Increased professional development, business acumen, and stability among FCC providers, especially from immigrant and refugee communities.**

● **Increased child care enrollment in low-resource, diverse communities.**

● **Increased economic mobility for parents to pursue and maintain employment thanks to reduced child care demands.**

Lessons Learned Model

**STEPS to Family Child
Care Success
+
Shared Service
Alliance Pilot (First 5)**



San Diego County Shared Services Evaluation (Year 1)

July 2024



Presented by:



Tiered Approach to Helping Providers Achieve Business Sustainability

ECBOs have a waitlist for joining SSA



The Chicano Federation

2 cohorts of Spanish-speaking providers



**2 cohorts of Dari-speaking providers
1 cohort of Arabic-speaking providers**

120 providers participate in SSA

100+ providers will complete STEPS in Year 5

ECBOs have programs to assist new providers with acquiring their FCC license



Questions?

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