



WOMEN'S FOUNDATION OF ALABAMA

Participants Syllabus

Course Description

The Women's Foundation of Alabama Homebased Childcare Accelerator is a 8-week accelerated business training program that utilizes structured curriculum, a hybrid cohort model, and expert lectures to aid aspiring and existing business women in their pursuit of advancing their business operations and access to funding. The program includes presentations by regional industry leaders, professors, investors, government officials, and peer entrepreneurs, designed to provide opportunities for additional networking.

Course Learning Outcomes

By the end of this course, participants will have sufficient knowledge to grow their businesses by honing their business skills, providing a roadmap for operational improvements, and facilitating access to external funding resources. This innovative program will also target improvement in the Quality Rating and Improvement System (QRIS), with the goal of fostering superior care provision across Birmingham. Additionally this will assist with expanding the amount of child care service providers in the state of Alabama.

Program Format

The Women's Foundation Homebased Childcare Accelerator program is designed to provide a high-level overview of important topics needed for women entrepreneurs to succeed in business.

Each module will include the following format:

- Course module (60 minutes)
- Modules will be presented in a hybrid format (virtual and in-person)
- All pre-recorded sessions and supplemental material will be located in the Google Classroom.

Confidentiality: As a result of your participation in the The Women's Foundation Homebased Childcare Accelerator, you will have access to trademarked materials that are the property of ASL Creative. As a participant, it is expected that you will maintain the confidentiality of all such information and shall disclose to third parties only with the official consent of ASL Creative Firm.



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Course Schedule:

Date	Module	Topic (subject to change/adjust)	Assignments
4/12/2024		Orientation	Participants will meet fellow participants. This session will provide you with a roadmap of the program and what to expect in the coming weeks.
4/15/2024	1 In person	Introduction to Childcare Business	Participants will engage in interactive activities, including developing a basic business plan outline and setting initial business goals.
4/17/2024	1 Virtual	Introduction to Childcare Business Q&A with DHR and ADECE	Participants will have the opportunity to meet with DHR & ADECE representatives.
4/19/2024	1 In person	Technical Assistance Session for Program Administration Scale	Participants will have an opportunity for training and technical assistance needed.
4/22/2024	2 In person	Business Planning and Strategy	Participants will create a Customer Feedback Form/Survey and dive into business models and foundations.
4/29/2024	3 Pre-recorded	Financial Foundations	Participants will watch the recording and come prepared for the In-person session.
5/1/2024	3 In Person	Financial Statements & Budgeting	Participants will complete exercises such as preparing a basic set of financial statements, drafting a budget, and developing a mock P&L (Profits and Loss) statement.
5/6/2024	4 In person	Facility Management: Construction and Renovation Innovations	Participants will create a vision board for their home-based childcare facility. Creating a digital vision board and plan for renovations.
5/8/2024	4 Virtual	Facility Management - Zoning & Permitting Q&A with City of Birmingham	Participants will have the opportunity to meet with Zoning & Permitting representatives.
5/13/2024	5 Pre-recorded	Quality Childcare Practices and Curriculum Development	Participants will choose a curriculum (such as Montessori, Reggio Emilia, Steiner Model) and complete a sample lesson by recording themselves introducing the activity and having materials set-up for students to be able to utilize them. Curriculum Activity Samples



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5/20/2024	6 Pre-recorded	Human Resources and Internship Programs	Participants will complete assignments such as developing a recruitment plan and creating a staff development plan.
5/27/2024	7 In person	Marketing	Participants will develop a marketing plan.
5/29/2024	7 In Person	Networking & Communication	Participants will draft a short, 100-word script for introducing your childcare service to a potential client. Highlight what makes your service special. Also, prepare a brief outline for a conversation with a parent about an important topic (e.g., developmental milestones, daily routines).
6/3/2024	8 In person	Finalizing Business Plans and Pitch Preparation	Participants will submit a finalized business plan, deliver a pitch presentation, and complete the United Way grant application.
6/15/2024	Pitch Presentation	Woodlawn Theatre	Students will present and pitch their childcare business and graduate from the incubator

Meet the Instructors:

		
Module 1 - Catrice Pruitt	Module 2 - Alycia Level-Moore & Alondio Hill	Module 3 - Reginald Smith



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Module 4 - Anitra Logan & Desmond Lyles



Module 5 & 6 - Kathy Harris



Module 7 - Kayla Gladney & Ashley Sutton



Module 8 - Jasmine Phillips



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Graduation

To be eligible for the certificate awarding and program graduation, participants must not have missed more than one class.

What participants can expect

Participant Communication: You should expect to receive communications via email and all materials will be posted on the Google classroom. The Google Classroom will allow you to also submit work (if you so choose).

Weekly Check-Ins: We have found that collaboration is valuable to you and enhances your accelerator experience. There will be weekly collaborative working opportunities on Fridays (starting April 19th) between 8:30am to 6pm at Polaris BHM located at 5521 1st Ave. South, Birmingham, AL 35212.

Contact Information or additional questions:

Please contact Alexis C. Graves (Senior Advisor of Learning & Assessment) and/or Alycia Levels-Moore (Senior Manager, Programs & Partnerships), at support@aslcreativefirm.com.