

Top 5 Trends in Child Care



Child care is constantly evolving so we've put together a list of the top 5 trends to assist you in keeping ahead.

1 Families are looking for true Early Childhood Education – Not just “Babysitting”

Quality education is a great way to distinguish your centre from other forms of child care that compete on price.

- Design your programs to find a balance between care and early education
- Be supportive of family goals through communication about the child's progress
- Showcase and be explicit about your philosophy on education

Further Reading:

- childcarecanada.org/sites/default/files/BN_visiontoaction.pdf
- ourkids.net/school/article.php?id=22

2 Drop-In and Flexible Child Care Offerings are Becoming Increasingly More Popular

Offering flexibility or alternative options to families whose needs are not easily met by ordinary child care resources are great opportunities to establish premium services in the community.

- Create non-committal convenient drop-in hours
- Offer unconventional hours, such as evenings and weekends
- Price these service at a premium rate

Check out some facilities that currently offer this type of service on how this could work for you:

- familycare.utoronto.ca/child_care/emergency.html
- childcarecanada.org/sites/default/files/flex.pdf

3 Families are Budget-Minded

Financial pressures are causing people to look at alternatives to child care centres. Here are some options to manage the affordability of your centre and to work with families by:

- Offering flexible hours
- Guaranteeing rates in exchange for longer commitments
- Selecting cost effective extracurricular activities and field trips



- Focusing on the essentials of quality care versus nice to have extras
- Building strong connections with parents by making the time to talk and listen
- Messaging strong values to distinguish your child care from other “babysitting” options

Further Reading:

- childcare.about.com/od/costofchildcare/a/axing.html
- childcare.about.com/od/costofchildcare/a/economy.html



4 Companies are offering Child Care as a Work Place Benefit

In a competitive environment for good talent, businesses are offering child care benefits to attract and keep employees. Partner with these companies in your neighbourhood for child care services as a work place benefit.

- Build a list of businesses in your neighbourhood
- Write a letter to the HR department of those businesses describing your centre's strengths
- Consider offering a special rate for their employees
- Ask to communicate with their employees by flyer, postcard, or in the company newsletter
- Ask for their direct support to promote your centre by including it in their company literature

For assistance preparing a template to help you approach businesses nearby, please contact info@fft.ca.

5 Technology is Changing How We Communicate as Child Care Providers

Today everyone lives in an “Always On” stat and many parents have an expectation of their child care centre to respond. This is a pressure and an opportunity at the same time so we have dedicated an entire article on this particular trend and how you can respond. Please refer to the article “Technology is Changing How We Communicate with Parents” for more information.