

**Entrepreneurial Training Program (ETP)
Microenterprise Family Childcare Program (MEFC)
Southwestern College
National City, California**



A Bit of History

- 2002: HSIAC Grant #1:
Family Resource Center



- 2005: HSIAC Grant #2:
**Microenterprise Family Childcare Program
(MEFC)**

- 2008: HSIAC Grant #3:
Entrepreneurial Training Program (ETP)

Family Resource Center

FREE Community Services



Workshops



Community Resources

Family Resource Center (cont.)

Childcare for program participants



Microenterprise Family Childcare Program (MEFC & ETP)

- Coursework and training to set up a licensed childcare business in own home.
- Non-Credit course
 - Residency status not an issue
 - Free instruction
- **30 participants** each semester
- Instruction in **Spanish**
- Cost: **FREE!**



MEFC Program Successes

(Results of 2nd grant)

- 98% Retention (yippee!)
- HUD Grant Project goals (Logic Model) met or exceeded
- 100% of participants state that program goals have been met
- 70% of participants have established businesses and/or continued relevant studies.
- Attendance by 1,471 persons to Information Sessions



ETP Program Goals and Objectives

- To provide a quality training program that will equip participants to establish quality home-based childcare businesses.
- To empower local residents to become more economically self-sufficient.
- To increase the number of childcare options for San Ysidro, specifically in Infant-Toddler care.



Need in San Ysidro for Increased Childcare Options

➤ Characteristics of San Ysidro:

- * Low income. Poverty.
- * High crime
- * Limited educational background
- * Limited English
- * Limited access to education & training opportunities
- * Limited access to affordable childcare (specifically infant-toddler)

- “The need for affordable, accessible, high quality childcare is increasing rapidly in San Diego County and the demand for skilled childcare workers who speak Spanish is strong.” 2005 San Diego County Childcare and Development Planning Council
- 14% of children in San Ysidro are under 4 years old (including infant-toddlers), yet there is only ONE licensed infant center in San Ysidro. 2008 State of California Community Care Licensing Division.



Target Audience

1. **Community of San Ysidro residents have first priority**
2. **CDBG specifications of “low-to-mid income”**
3. **Participants who are serious and committed to setting up a home-based childcare business.**

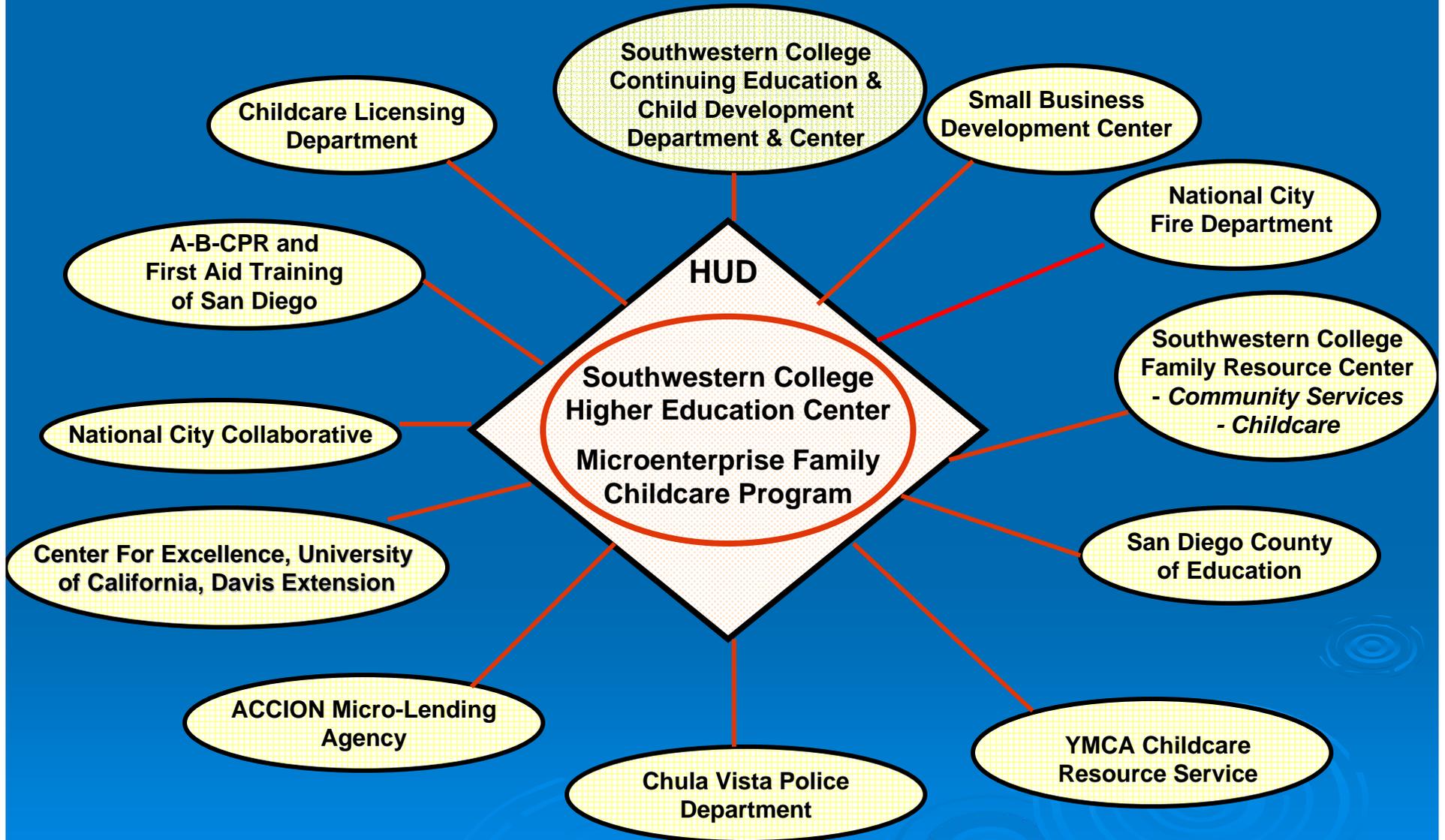


Typical Barriers of Target Audience

- Language
- Lack of income
- Residency status
- Limited educational background
- Childcare needs
- Lack of confidence & self-esteem



Collaboration of Partners



Academics

- **14 weeks long, 9am – 1pm, Mon – Fri**
 - 80 hours **Child Development**
 - 16 hours **Business Courses**
 - 15 hours in **Health and Safety, CPR and Pediatric First Aid** (required by Licensing)



Academics (cont.)

- Instructor is an **experienced Family Childcare Provider** and professional in Child Development



Program Activities:

Extensive Marketing & Outreach



establece Un
negocio de Cuidado
infantil Con Licencia
En Su Casa! 216-6672

Centro de Recursos Para La Familia

SOUTHWESTERN Preguntanos

Ayuda Para **Centros**

Establecer tu propio Negocio de

Cuidadora Infantil

Llamenos (619) 216 - 6672

Gratis!

en español

en español

en español

FAMILY RESOURCE CENTER

SWC
SOUTHWESTERN COLLEGE

SOUTHWESTERN COLLEGE
HIGHER EDUCATION CENTER
NATIONAL CITY





Information Sessions

Program Orientation





Business Counseling in Spanish



Study of Finance,
Recordkeeping,
Taxes and Marketing

CPR Class

(Required by Childcare Licensing)



Infant CPR





Excursions

Local Family Childcare Businesses



Excursions

Visit to Local Preschool



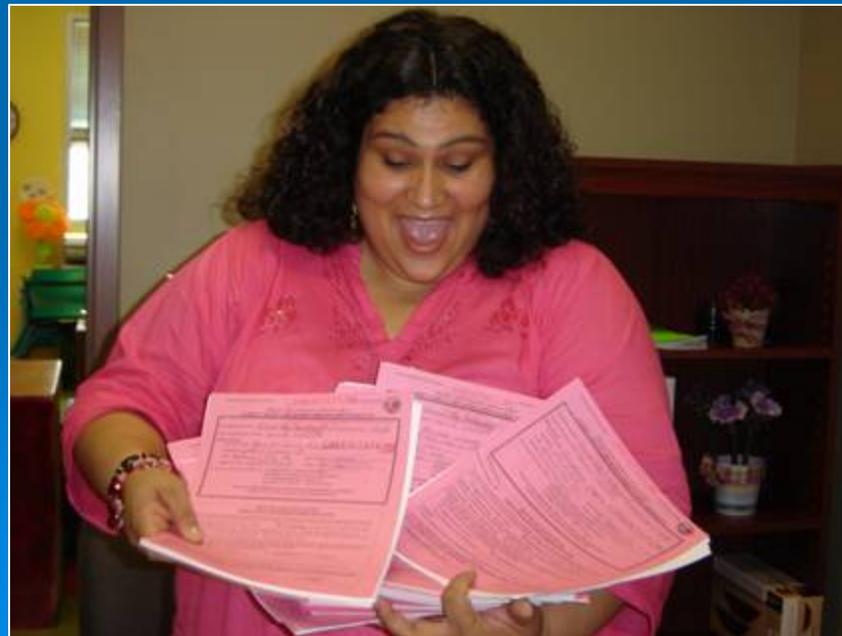
Mentor Program

Learning from
experienced
childcare business
owners



Childcare Licensing

- **Required Licensing Fees Paid**
 - Licensing Orientation
 - Application
 - Fingerprinting
 - First Aid/CPR/Health & Safety classes



Incentives: Childcare Provider Kit

Students earn
incentive gifts
needed for their
Childcare Business:

- Fire Extinguisher
- Smoke Alarm
- First Aid Kit
- Home Safety Kit
- Toys

etc!



Small Business Loan

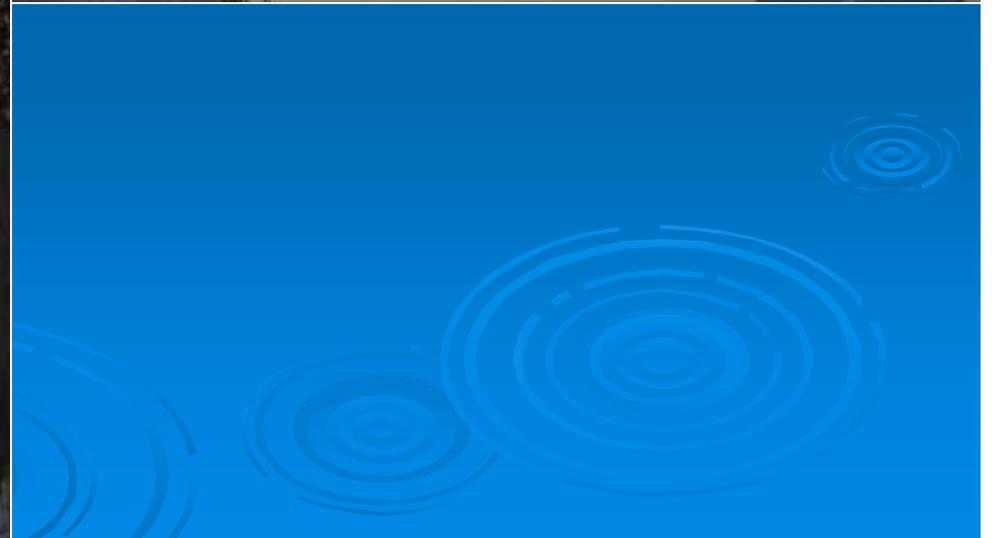
Offered through Micro-Lending Loan Agency





Marketing Training

Time to practice





Community Service







The SWC Dental Hygiene students teach children about proper toothbrushing

MEFC Advisory Team





Graduation Day!



Projected Outcomes



- 500 persons reached at Information Sessions
- 80% of participants satisfied with training & services received
- 100% of participants offered support services: childcare, community workshops, business counseling, etc.
- 100 new Microenterprise home-based childcare businesses established.



Program Challenges

- New target area – developing credibility & new marketing channels
- Partner changes or disappearances
- Limited staffing
- Institution in throes of change - leadership, financial challenges
- Project not institutional priority





Grant Administration Tips & Advice

- Appreciate value of networking with HUD colleagues!
- Be very organized and maintain records
- Expect challenges from partners & adjust as needed
- Use the wisdom, support and advice of your Advisory Team & community partners
- Celebrate your participants' and your program's success



Thank you!

