

# **Southwestern College National City, California Microenterprise Family Childcare Program (MEFC)**



# Microenterprise Family Childcare Program (MEFC)

- 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

## Goals and Objectives

- To provide a comprehensive 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 in the target community.



# Target Audience

1. **Community of San Ysidro residents (South San Diego) 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





# Program Activities:

## Extensive Marketing & Outreach



# Marketing and Outreach







## Information Sessions





# Program Orientation



# Program Orientation



# 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)





# Business Counseling in Spanish



Study of Finance,  
Recordkeeping,  
Taxes and Marketing

# CPR Class

(Required by Childcare Licensing)



# Infant CPR





# First Aid



# Excursions

## Local Family Childcare Businesses





# Excursions

## Visit to Local Preschool





# Mentor Program

Learning from  
experienced  
childcare business  
owners



# 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!



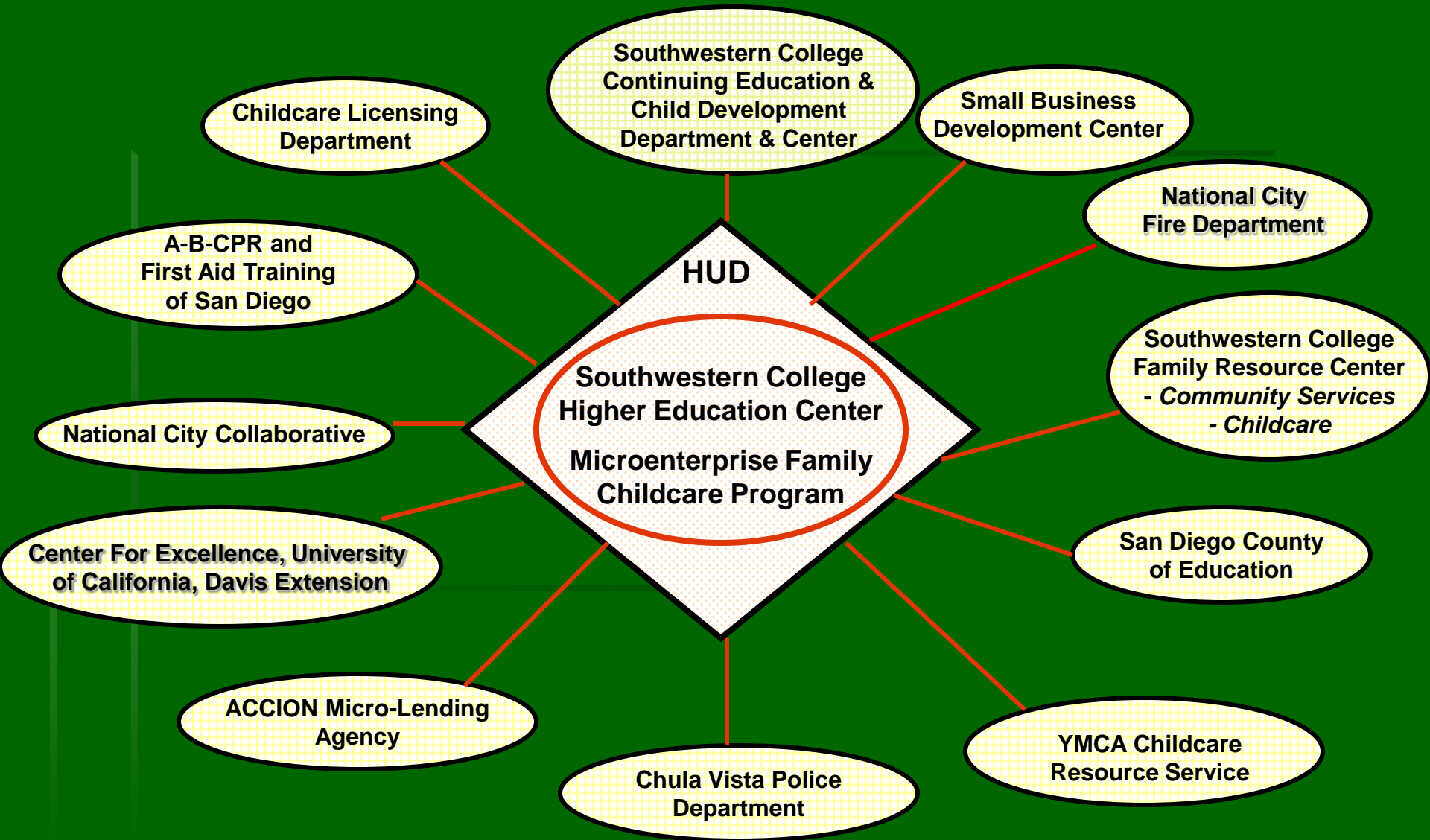
# Small Business Loan

Offered through Micro-Lending Loan Agency





# Collaboration of Partners



# Community Service



# Community Service





# Institutional Collaboration



The SWC Dental Hygiene  
students teach  
children toothbrushing



# Graduation Day!





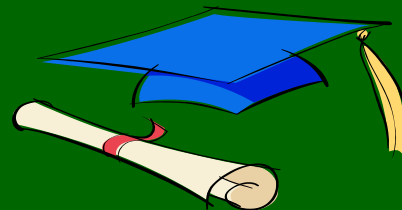
# Graduation Day!





# MEFC Program Successes

- 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.





# Program Challenges

- New target area – developing credibility & new marketing channels
- Partner changes or disappearances
- Limited staffing
- Institution in throes of change – leadership, financial challenges
- Threats from within own institution







# 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!

