

November/December 2003

# Pleasanton Provider News

## Calendar

- 11/27-11/28 **Thanksgiving Holiday**  
Child Care Links offices will be closed.
- 12/2 **Community Care Licensing Orientation, 9:30 am - 12 pm.** Child Care Links Pleasanton Office. No pre-registration necessary. This is the first step to becoming a licensed Family Child Care Provider. For more information call Pru at (925) 417-8733.
- 12/13 **UC Davis Training: Loss, Trauma and Young Children 8:30 am - 4 pm.** Child Care Links Pleasanton Office. Continuing education units are available. To register call (925) 417-8733.
- 12/25-1/1 **Winter Break**  
Child Care Links offices will be closed.

## Notes & News

**Is Your Child Care Center Hiring?** Interested in hiring youth/teens to work at your center? You can post available positions FREE on [www.trivalleyjobs.com](http://www.trivalleyjobs.com). The new website for Pleasanton youth/teens, [www.ptown411.com](http://www.ptown411.com) links directly to [www.trivalleyjobs.com](http://www.trivalleyjobs.com), making it a great way to advertise jobs. For more information on posting your available position, go to [www.trivalleyjobs.com](http://www.trivalleyjobs.com) and follow the instructions to become a member.

**Toy and Resource Library:** The Toy and Resource Library hours have changed. Effective immediately the library will be open to members during the following hours:

**Tuesdays:** 10 am - Noon  
4 - 5:30 pm  
**Wednesdays:** 9 - 11 am  
**Fridays:** 10 am - Noon

If you would like to visit the library on a date or time not listed above, you may call (925) 249-3923 to make an appointment. Evening and weekend hours are also avail-

able by appointment. The Toy and Resource Library will be **closed** for our annual update from **12/1/2003 to 1/9/2004**. All items must be returned by 12/1 so that they can be inventoried and inspected. There will be no exceptions. If you are unable to return items, please arrange a pick up date by calling Donnamarie at (925) 249-3923. The Library will reopen on 1/12/2004.

## September Referrals

Services	#
Requests for referral	
Total Children	
Type of Request	
Phone	
E-mail	
Walk-in	
Type of Request Total	
Age of Child	
Infant (NB-2)	
Preschool (2-5.11)	
School Age (5 & up)	
Age of Child Total	
Care Schedule	
Full Time (>30 hours)	
Part Time (<30 hours)	
Care Schedule Total	
Special Schedule	
Before and/or after school	
Summer only	
Evening care	
Drop-in	
Weekends	
Special Schedule Total	

## SAVE THE DATE!

December 6, 2003

### Child Development Corps Seminar:

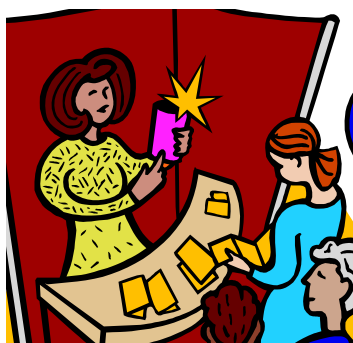
For those who qualified for the Child Development Corps this year, **you must attend the one and only 12/6/2003 Corps Seminar** and have your Child Development Permit, at minimum, in order to be eligible next year. Please call Rossnina Ruggieri, Career Advocate for more information. (925) 249-3921

## Tips for Advertising & Marketing Your Family Child Care

- Make a scrapbook with pictures from your child care along with captions. You can purchase supplies at a craft store such as Michael's or attend a scrapbook making party through Creative Memories.

- Keep a written schedule of daily activities posted for parents to see.

- Develop colorful flyers to leave in doctors offices and businesses related to children; hand out at school; post on community college bulletin boards; community events and parties.



- Make a brochure that includes your schedule, philosophy, goals, programs, etc. You can use basic software

programs such as Microsoft WORD or Publisher to create your brochure. Print with colored ink or on colored paper. For larger quantities take your brochure (on disk) to a copy store such as Kinko's.

- Order pencils, pens, magnets, chip clips, keychains or other useful promotional items with your business name and phone number printed on them.
- Halloween time? Attach your business cards to a lollipop or place in a bag of candy.
- Frame and hang your license and certificates. Certificates of completion for child care related training tell your customers you are serious about the work you do.
- Hold an open house, coffee, or Family Child Care Home Tour. This gives parents an opportunity to meet you in a more social setting and check out your home.
- Advertise in your church bulletin, homeowner's association website or newsletter.

- Keep your home clean and well-organized. Make your child care areas kid-accessible, colorful and fun.
- Maintain the outside of your home as well as the inside. First impressions last forever. Make sure landscaping materials are child-friendly, not only safe, but appealing to children.
- Create a name and a logo for your business. There are online resources for doing this or you can network with friends and find a reasonable graphic designer.
- Spread the word! Tell everyone you know that you are providing child care.
- Remember to include your license number on all printed materials and in ads.
- Carry business cards with you at all times. Think about updating older business cards with color and/or graphics. There are resources for FREE business cards online such as [www.vistaprint.com](http://www.vistaprint.com). They also have 18 different graphic choices for child care business cards if you want to order/customize (not FREE).

- Advertise your program in the Yellow Pages.

- Check out FREE online classified opportunities-lists such as [www.craigslist.org](http://www.craigslist.org). You can advertise your business for free in the community section under child care. The process is simple and the ad posts immediately.
- Keep your provider file updated by calling the referral department at Child Care Links. Call each time you have a **change** in your enrollment.

