The Role of the Director

Presented By:

Early Care and Education Training and Consulting
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Effectively operates and manages all aspects of a child care center, including human resources, customer relations, marketing, educational programs, financial responsibility, and physical facility. Promotes positive image of the program within the community and establishes strong working relationships with state licensing authorities, local and county health departments, and other regulatory agencies.
Primary Duties and Responsibilities

General
 Ensures center compliance with all federal, state, and local regulations.
 Implements health and safety standards; ensures that appropriate supervision of children and safe transportation practices are utilized daily.
 Completes all required paperwork and record keeping on a timely basis and maintains same in an organized, up-to-date manner. This includes all program files such as student, employee, vehicle, driver, health, and safety files.
 Keeps board of directors apprised in a timely manner of all critical areas of responsibilities, including serious student accidents, employee issues and significant events. Develops and maintains a strong working relationship with all state licensing authorities, vendors and community contacts.
Ensures center compliance with all federal, state, and local regulations.

- Child Care Licensing
- Health Department
- Fire Marshall
- Pest Control
- Internal Revenue Service (IRS)
- Private Insurance
- Texas Workforce Commission
- Church (if applicable)
- USDA Food Program
- Department of Transportation
- Americans with Disabilities Act (ADA)
- OSHA
- Child Care Services
- HIPAA
- City Code Enforcement
Implements health and safety standards; ensures that appropriate supervision of children and safe transportation practices are utilized daily.

- Have 3 ways of tracking attendance
- Director is actively involved
- Director is responsible!
- Ensure loading and unloading procedures are followed
Completes all required paperwork

This includes all program files such as
- student,
- employee,
- vehicle,
- driver,
- health,
- and safety files.
Develops and maintains a strong working relationship with all state licensing authorities, vendors and community contacts.

- Confidence is the key to success
- Have a cooperative relationship
- Build a positive image and character in the community

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Customer Service

- Develops and actively maintains positive communications with parents.
- Recognizes parent concerns, evaluates course of action and responds appropriately to needs of parents. Communicates parent concerns to other staff members and board of directors as needed.
- Responsible for keeping de-enrolled children to a minimum; determines reasons for loss of enrollment and addresses problem areas contributing to loss of enrollment.
Customer Service Follow-Up Plan

Follow up with newly enrolled families
› After one week
› After six weeks
› After six months

Follow up with de-enrolled families
› After one week
› After six weeks
› After six months
Educational Program

- Ensures that curriculum is appropriately implemented throughout the program and meets state requirements for each age group.
- Works to ensure that the staff is effectively trained on curriculum and established early childhood principles.
- Complies with minimum standards for child care centers.
Financial Responsibilities

- Is familiar with and able to create a program budget to ensure all resources are effectively managed and within budgetary constraints. Creates new budgets each year that best meets the programs needs and goals.
Financial Responsibilities

- Ensures that computer-related record keeping requirements are met, to include tracking monetary transactions with customers and vendors. Approves invoices and provides all necessary paperwork to accounts payable for payment and audit purposes.
Financial Responsibilities

- Maintains appropriate receipts on all credit card and bank transactions in an organized manner.
Financial Responsibilities

- Ensures that accounts receivables are closely managed; takes appropriate action with non-paying accounts.
Financial Responsibilities

- Maintains accurate financial accounting of program operations, protects program’s monetary assets. Ensures program supplies and equipment are inventoried and appropriately maintained.
Recruits, selects and properly trains qualified staff. Develops staff through program growth and guidance plans. Maintains professional working relationships with program staff.
Anticipates staffing needs; prepares and posts weekly staffing schedule and modifies it according to daily student counts in each classroom. Ensures that state and local regulations are met at all times.
Counsels staff regarding performance issues via employee handbook and policy and procedures for corrective action.
Evaluates staff on a yearly basis with a written performance review, and at other times as needed; recommends merit raises for staff within program guidelines.
Marketing

- Responds and follow up on enrollment inquiries. Gives prospective customers tours of the program and detailed information about the program’s educational philosophy and classroom teachers. Ensures that other program staff are also trained on marketing the program in directors absence.

- Works to develop marketing strategies to increase capacity utilization; utilizes community-based marketing techniques and other appropriate marketing methods.
Physical Facility

- Maintains building, equipment, and grounds to ensure a safe environment that meets program and licensing safety standards.

- Maintains a clean, safe, and healthy environment through scheduled cleaning and frequent safety checks.

- Coordinates equipment and facility repairs; ensures timely completion of repairs to minimize any risk of injury to others.
Qualifications

- The director must meet or exceed state licensing requirements for age, education, and experience. A Bachelors or Associates degree in Early Childhood Education is preferred.

- The Director must be qualified to drive the company vehicles when needed.

- The Director must be willing and able to work in any classroom as needed to meet the program’s needs.

- The Director must maintain at least 20 hours of training each year.
746.1001 Who is the child-care center director?

The child-care center director is the adult you designate to have daily, on-site responsibility for the operation of the child-care center, including maintaining compliance with the minimum standards and licensing laws.
746.1003 What are the director’s responsibilities while at the child-care center?

Your child care center director must ensure:

- The child care center’s daily operation is administered in compliance with the minimum standards
- All employees comply with the minimum standards
- All employees have assignments that match their skills, abilities, and training
- All employees are supervised. Supervision includes, but not limited to, knowing what the employees are doing and ensuring that they fulfill their assignments and responsibilities
- Caregivers are not regularly scheduled for more than ten hours of direct child care during a 24-hour period
- Qualified substitutes are called as necessary to meet minimum standards
Ways to ensure staff supervision

› Half hour ratio counts
› Informal observations
› Formal observations
› Annual performance reviews
› Cameras in the classrooms
› Multiple teachers in a room
Qualifications – from “Minimum Standards for Child-Care Centers”

Director must have one of the following:

- A bachelor’s degree
- An associates of applied science degree
- Sixty college credit hours
- A child care administrator’s certificate
- A CDA with 6 college credit hours in business
- A day-care administrator’s credential
- College credit hours

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The End

THANK YOU