

REGIONAL ENTREPRENEURSHIP ADVISORY MEETING MINUTES

REC/Child Development

Thursday, March 17th 2022
San Diego Miramar College, L 105 and Remote

The Regional Entrepreneurship Advisory committee meeting was opened by Tanya Hertz at 11:30am. The following industry and faculty members were present:

Tanya Hertz	Angela Merkens
Wai-Ling Rubic	Kyoka Hashimoto
Chrystal Burns	Kate Hunt
Dawn Dimarzo	Carlie Gasser
Rehka Cchabara	Lena Heckbert
Lesley Pearson	Conner Khodabaride
Jill	Duane Short
Rachel Stodolsky	Min Li
Jesse Lopez	Lesley Pearson
Elle Stokes	Rex Heftmann
David Merino	Julie Hansen
Raphael Freiwirth	Anuj Garb
Jessie Grey	Xiao Hua Zhong
REMOTE ATTENDANCE	Lily Wu-Feng
Donna Macaspac	Emily Do
Dr. Lesley Pearson	Arzel
Jill Griggs	Grant Ronberg
Rachel Pottipadu	Rachel Rose
Sara Hernandez	Leroy brady
Liwei Liu	Nicholas Divona
Jennifer Ivery	Dareatha M
Chitra	F. Brito
Rebecca Luu	Heather Zhong
Peyton	Jonette Osawa
Benjamin Richman	Yadira Rivera
Yolanda Giang	Soni
Vivek Cchabra	

Overview of Advisory Committee Purpose, Goals and Objectives

The Regional Advisory Committee was called to order at 11:30 AM by Tanya Hertz by welcoming everyone that was present virtually and in-person. She discussed the agenda and timeline of the committee and started with the purpose of the Advisory Committee.

The purpose for the Advisory Committee is to develop a program for a Child Development Entrepreneur certificate and degree with professionals within the Child Development field who want to start their own business.

There are three goals for this Advisory Committee:

1. Identify gaps in knowledge, skills, & abilities needed to launch and run a profitable business
2. Advise on curriculum development & revisions to align with current industry standards, opportunities, practices
3. Develop, identify, & strengthen pathways to support students to higher education and careers in self-employment/entrepreneurship (pathways from K-12 to Community Colleges, to industry and/or to transfer to 4-year universities)

Introduction of SDCCD Programs

Wai-Ling Rubic, the department chair for Child Development was introduced who stated that teachers do not make a livable wage and need to think outside of the box. Providing opportunities such as this to achieve more out in the community would be beneficial in so many factors.

Tanya Hertz, Executive Director of the REC Innovation Lab at Miramar College, introduced the REC (Regional Entrepreneurship Center) which is less than 3 years old, but has had 200 workshops which affected 660 students and with over \$1.6million raised in categorical funds with Renovation project that started in May 2021.

Introduction of Panelists

Four panelists were present, who are professionals in the San Diego and Orange County area who have their own business or have a connection to Child Development.

Hillary Key is the director and CEO of Art Steps Inc. serving the Orange County area. She has been in the industry for 22 years and has 3 studios with 1,000 students. She also has an online program for her students and reaches out to non-profit organizations.

Michael Wellman is a Clinical Child Psychologist with his Masters in Child Development is also a marriage and family therapist.

Erika Liecker is the owner and director of Creative Dance Theater serving the San Diego area. The theater started in 1958 and has been transferred from teacher to student and Erika became the owner and director in January of 2021. She serves children from 18 months to 18 years and believes in developmentally correct physical actions through the art of dance.

Trudy Khodabande is the CEO and owner of Kids' Care Club which serves the San Diego area. She has been in the business for 27 years and has 2 schools which are NAEYC accredited and looking to expand more throughout San Diego.

Questions to the panel

Q1: If a student decided to pursue a career path in a child centered business, what advice would you give them?

Hillary: I've seen enterprises that have succeeded & failed and I think there's something about the successful ones. I would tell them to be consistent, to know their mission- let that come from a place of passion, show up everyday, don't cancel on people, and care for your staff in such a way that you'll have consistent staff with you. Frankly, I would also tell them to choose a recurring payment system and subscription system. I've seen friends trying to market themselves and when you're working with kids you want to be there with the kids and staff. So you can have more available time to be with the children and families.

Michael: From my perspective, the most important thing would be to adhere to all ethical and moral guidelines that are appropriate to that particular business. So make sure if you want to start a daycare business, proper licensing for that daycare if you want to stay in business for a long time.

Erika: For me, I'm pretty new. I've been in business for about a year now. When I first started I wanted to identify my weaknesses such as financial things, bookkeeping. I had to look at what I was not strong in and surround myself with people that could either teach me those things or guide me. Know licensing information. I had to turn internet contractors into employees, change our business model to a sole proprietorship, to an LLC. Just knowing where to look for all those things.

Trudy: If you have motivation, commitment and passion. Those are the 3 things. If you have that then start with a business plan, go for it - take that big step! That's the hardest step. Once you're prepared then you'll be successful.

Q2: What do the next 10 years look like in child development and business, what new skills are going to be needed?

Hillary: I think they diverge into 2 paths that intertwine. One of the changes now is video and the online space. Incorporating them, trying to go to an online space, one on one interaction, having a structure to try to connect in person, having an authentic connectivity. Trying to create a structure or plan for them to connect, to offset so much of their screen time.

Michael: 1 in 6 children in America today have some sort of disorder: ADHD, anxiety based disorders, behavioral disorders, and depression. While those diagnoses continue to increase, it's extremely important for educators to be cognizant of these disorders.

Erika: Needing to have a more online presence, trying to modernize things like having online payments, create more social media presence, register other ways, and keeping up with online presence.

Trudy: It'll be interesting in the next 10 years in the child care arena to see the huge shortages of preschool/childcare come up. There will be a huge transition whether it be from the government getting involved, grants available for private owners to get more up.

Q3: What level of education, training, certifications, or licenses are required for entry into owning your own child centered business?

Hillary: None! We're kind of an extension of a piano lesson. We're a sole proprietor. We operate out of little shopping centers. I know that we are required to take mandated reporter training, sexual harassment training. It's really useful to have a dedicated HR company that will work for your company to take care of TB tests and elective background checks.

Michael: I don't really know cause I'm not in the child care industry. For me I know I need a license in Marriage and family therapy to practice.

Erika: No! I have an English degree. But of course I like to hire teachers with experience teaching in a classroom setting, not just a dance setting. As far as certifications, I would look more towards preschool to see what they're doing and I told my staff ok that's what we're gonna do.

Trudy: Title 22! Important to understand title 22. All of my teachers, all of my staff should understand Title 22 and Child Development course work because everyone is responsible for meeting those regulations. Our salary matrix is based on education & experience. Those ECE classes are so important. There's all sorts of regulations. Deal with the licensing department, city/county/fire inspections. Just need to work together with all those departments. The first time is a little difficult but it gets easier after that. I think it's important to do fingerprinting. Because these families are entrusting their children under your care.

Q4: What type of resources did you rely on that helped you begin your business?

Hillary: I had mentors who had studios like mine who I got free business advice from. I had a model to go off of and improve.

Erica: I was fortunate to have good mentors. My mentors were actually in the program so I became more involved,

Michael: Good to have mentors within the program who have experiences with similar things.

Trudy: Reaching out to people. There are a lot of resources out now. Getting an impressive course layout with a business department with resources is important!

Q5: Typical day in your industry:

Hillary: Need to have a stomach of steel! Need to be calm & patient with kids. I start with video editing, self-care (exercise, meditation, breakfast, work needs to be done (morning), put meetings to start at 11:00 onwards when I'm most focused.

Michael: No typical day! Internship: 1 hour 1.5 hours read about clients and going through files, diving in and adjusting on the fly! "anxiety drives success"

Erika: I take care of emails and answer questions, catch up from the day before. Then I teach 3-6 hours. Right now I'm sorting out boxes with dresses and sparkles - dealing with shipment confirmations.

Trudy: Early morning workouts, then I'm in the office. I try to be done early to have time for me. Days when we first started were really busy. I love working in child care. I feel very fortunate when kids are coming back to say they used to be cared for here - to have children come back and ask for me and ask "Do you remember me?"

Question from Audience:

Q: COVID-19 has raised more need for childcare centers, do you see a shift in how you work?

Hillary: Yes, I think that ever since COVID has hit us, less square space was needed because you could work from home. Building teams could be done remotely.

Q: How much do you think that child development impacts your business?

Michael: I believe that it makes a huge difference. With the knowledge of Child Development, it mitigates daily behaviors, and with parents wanting and expecting more from their teachers, it's everything.

Erika: In a Dance setting, it is so important to know how children develop, and how to help get them to the developmentally appropriate milestones. It's important to know how children develop, to know how they learn, and to understand how children act when they hit certain milestones in their lives.

Wai-ling: I believe that 12 units in Child Development is not enough! Students have to come back to stack their certificates, and try to get higher permits or certifications to achieve what is needed in the preschools.

Trudy: As for my preschools, we have a salary matrix that is based on courses that they have taken in Child Development. Teachers need self- development days, and know that communication is key within the job.

Q: What is the difference between Childcare programs and Dance/ Art studios?

Hillary: With us you have to be careful with government forms, but I don't see a lot of regulations or licensing.

Erika: Since my business is a private business and is considered an after school program, I don't really see any regulations.

Trudy: I believe there is a limit of the number of hours that a child could stay in your facility and could affect the licensing and permits and such that is needed.

Hillary: no one brought this up to my attention!!

Dawn Dimarzo : I have done my own business by renovating school buses and going around to do gymnastics with children and I believe that it is 3 hours and under if it is a private business and after that you need Child Care licensing with at least 6 units in Child Development courses.

Q: Startups have no standardizations and so are there changes within the state with regulations, zoning and certifications?

Hillary: From what I understand in Oregon and in California, all of the regulations and certifications are the same. The only thing that may be different is the parking.

Michael: I believe that the regulations are state wide.

Q: If the owner or director is not a native speaker, are there resources out there for them?

Tanya: There are resources from City Heights that I could help you with.

Q: Question from Zoom: how long does it take to open an after-school program (private business) versus a childcare provider?

Trudy: For the Childcare business, you need 2 years business courses and child development courses which is about 3 years and then about 3 years to start your business. You have to do a lot of research and make sure that you are negotiating a property and finding the right place for your business.

Hillary: I think you need about 6 months to 1 year to prepare yourself, and another year to turn into profit.

Administered the poll: 8 questions

Poll open

Final Thoughts:

Trudy: In order to start your business, you need passion and motivation. There is a lot of unknown but you must do the work! Treat your business like a business. Measure numbers. Make sure that you are team building, know your success matrix, pay attention and know what is going on in your business.

Erika: I know that I would make more money elsewhere, but I want to support something that I love to do and I look forward to going to work everyday.

Michael: You need ambition! Make sure that you do your homework, so that you won't have anything that is hindering your progress.

Hillary: I am doing really well in my business but treat your business as a business. Make sure that you are team building and meet with the team consistently. Move money through a loving field.

Motion:

Motion to vote on the Entrepreneurship and Child Development Agreement -To approve the AA degree & certificate. The award was presented at a regional advisory meeting and a majority vote **approved by 25 members.**

The meeting was adjourned at 12:35 p.m.

Respectfully submitted,

Donnachris Macaspac

Donnachris Macaspac

Kyoka Hashimoto

Kyoka Hashimoto

Poll Questions:

What kind of business with a focus on children, would you consider starting after you graduate?

- Home-based childcare
- Child care center
- Preschool
- After school program
- Childhood education or tutoring
- Edutainment
- Children's Hobbies (Art, Dance, Sports, etc.)

How important do you think it is for someone to get business training along with child development training?

- Very Important
- Somewhat Important
- Neutral
- Somewhat Unimportant
- Not important

How could home-based business owners increase their salaries?

- Obtain an education in child development and entrepreneurship
- Take courses in marketing
- Learn how to scale the business
- Research various funding sources
- Learn more about regulations and permitting

Do you think it is important for child care providers to also know business basics

- Very Important
- Somewhat Important
- Neutral
- Somewhat Unimportant
- Not important

What business topics are important for child care providers to know.

- Digital Marketing
- Accounting
- Tax preparation
- Learning which deductions to use as a child care provider
- Licensing
- Research various funding sources
- Apply for grant applications

Where did you gain the skills needed to be successful?

- Educational institution
- Mentorship
- Professional development
- Other sources

In your experience as a child care provider or child care centered businesses what gaps in knowledge really stand out?

- Business knowledge,
- Marketing skills,
- Networking abilities,
- Licensing requirements,
- Laws and Permits,
- Tax Code knowledge,
- Technology

Did your educational institutions prepare you for starting a business in the child care industry?

- Yes
- No

Would you support a Certificate of Achievement (COA) and the Associate of Science Degree in Early Entrepreneurship?

- Yes
- No