

SHARED SERVICES OF MASSACHUSETTS



An innovative approach to equip early childhood educators with the tools and resources they need to provide high-quality early education to the children in their care.

A high quality early education lays the foundation for young children to succeed in all aspects of their life. Early childhood educators learn the most effective ways to foster child development, but when it comes to gaining skills to run their business, they are often on their own. This threatens the viability of these small businesses and leads to less access for working parents who rely on child care every day.

Shared Services MA provides early childhood educators:

- Technology-based tools and resources to streamline financial management and day to day operations
- A web-based platform and library to enhance classroom instruction and business quality
- Professional development offerings and one-on-one technical assistance by trained experts
- Access to vital cost saving services for their business
- Increased efficiencies gained through these interventions enable educators to direct more time to working with children and families and sustain their businesses



Goals

Support Business and Instructional Quality with Shared Services MA Web Platform: United Way has invested in a customized web platform for child care providers throughout MA to access over 1800 vetted resources, business tools and cost savings opportunities.

Support Early Childhood Educators on Business Practices: Optimal enrollment, tuition collected in full and on time, budget tracking, variance analysis and the importance of ensuring that revenue covers all costs including adequate staff salaries.

Provide 'Train the Trainer' Education for Peer Leaders: Take business and instructional quality education to scale by training peer leaders to deliver curriculum.

Support Business Best Practice Implementation through Increased Use of Technology, Coaching and Community of Practice Meetings: Provide one-on-one and group coaching to implement practices learned in courses.

For more information, please contact: Carla Therriault, Director, Community Impact, United Way of Massachusetts Bay & Merrimack Valley at ctherriault@supportunitedway.org or 617-624-8105.

United Way of
Massachusetts Bay
and Merrimack Valley



Shared Services MA Highlights

Shared Services MA works with key partners to drive change through business and instructional training and support.

UMass Boston Institute of Early Education Leadership and Innovation: Co-design and deliver a Small Business Innovation Course and other business workshops to family and small center-based early education and care educators.

Boston Public Schools Universal PreK: Deliver business coaching and support to Universal PreK grantees.

Staffed Family Childcare Systems: Deliver business workshops and 'train the trainer' education.

Local Municipalities: Deliver business workshops and 'train the trainer' education to family and center-based programs. Currently partnering with the cities of Boston, Everett and Cambridge.

→ A community of more than **500** early childhood educators utilize the Shared Services MA web platform providing free access to over 1800 ECE resources.

→ More than **100** family and small center-based educators trained on business best practices.

→ Over **75** individual coaching sessions delivered to early education professionals.

→ More than **50** Community of Practice sessions facilitated for member organizations.

"Shared Services provides time to meet with other providers to find out that my struggles are not unique."

— KRETCHA ROLDAN,
Executive Director, Elizabeth Peabody House, Somerville



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