

CHILD CARE SOLUTIONS

NEW SUMMER SESSION ENROLLMENT PROCESS GIVES PARENTS/PROVIDERS ADVANTAGE (continued)

This year, however, was a different story!

CCS developed the 1st Annual Summer Signing Session to relieve a number of these concerns for both providers and parents. This activity provided a one-day setting for CCS parents and designated child care vendors to meet at the CCS offices, on a Saturday, and discuss the many options available in child care services and early childhood education. Participating vendors, all of whom were provided with a booth, had representatives on-site to inform parents about the summer programs their facility has to offer. Some even displayed literature, pictures of their daycares and promotional goodies for the kids. This first-ever signing event allowed our child care customers the opportunity to complete the CCS enrollment process during non-traditional hours while eliminating the need for vendors to spend their dollars on costly advertising expenses. Additionally, by having CCS Providers all under one roof, parents were able to research and discuss all of their child care options and make a decision by the end of the day.

The first-ever CCS on-site summer enrollment session was a tremendous success. One parent said, "The Saturday enrollment was very convenient, especially for working single parents like myself who cannot afford to take off work during the regular work-week to enroll their children in daycare." The vendors were also very appreciative of the opportunity CCS provided them to promote their services to CCS eligible customers without having to spend an inordinate amount of money on outside advertising. By the end of the day, a number of parents ultimately chose providers solely based upon the information they gleaned during the one-day summer enrollment session.

It is only through WorkForce Solutions Child Care Services funding that many of the area's low income parents are able to work or attend school during the summer months as they aim toward self-sufficiency for themselves and their families. For more information on WorkForce Solutions Child Care Services, contact CCS at 806.744.3572 or visit our offices at 1213 13th Street in Lubbock.



Child Care Providers and parents of children receiving CCS services discussed summer daycare options during the first annual Summer Enrollment Session.