



Southgate Medallion Tribute

Welcome to January newsletter for our Educators.

February 2022—Volume 42, Issue 2

Core training is delivered online through Zoom. Please feel free to register by emailing your Consultant.

Core is available for all educators.

CORE TRAINING	ZOOM 630PM-830PM
Communication	Feb 16
Business practices	March 16
Planning	April 20

REMINDER

Attendance sheets are due on February 28, 2022.



Accounting

Welcoming 2022 brings us into a new tax year! Your tax receipts have been prepared and will be delivered to you by your consultant. Please remember to check your monthly receipts for accuracy.

Family Day

The office will be closed February 21, 2022. Please call the After Hours Line if you require immediate assistance— 780-245-3097

Coordinator corner

Hello Educators.

I hope that this newsletter finds you all well and coping with the cooler temperatures that these winter months bring.

AGENCY FEE INCREASE

On behalf of the Agency Directors, I would like to announce that the Agency Fee Schedule will be increased by 3% commencing March 1st 2022. Letters with the new fee have gone to parents of Educators who follow the Agency Fee Schedule. If you have your own fee schedule and you have already raised your fees, please contact your consultant.

SENIOR CONSULTANT

I am extremely pleased to announce that Kirandeep Maan has accepted the role of Senior Consultant with the Agency. I am very much looking forward to collaborating with her as she steps into a leadership role within the Agency.

I would like to wish you all a Happy Chinese Lunar New Year - let's hope the year of the Tiger brings us health and happiness.

Thank you for your continued hard work

Emma

Click for more information about Flight Framework



Click below to follow our social media



Winter Activities

Creative Area

- **Bath Salts:** Let children mix together equal parts Epsom salts and sea salts. Add a couple of drops of food coloring, and 3 or 4 drops of aroma therapy oil. Store in Ziploc bags or baby food jars. (Great to give as gifts to parents)
- **CD Ornaments:** Drill a small hole in the top of an old CD. Thread ribbon through the hole for hanging the ornament. Encourage the children to glue embellishments on the CD. (Jewels, sequins, pom poms etc.)
- **Bell:** Poke a hole in the base of a Styrofoam cup, poke a pipe cleaner through the hole and twist a ball at the end of the pipe cleaner under the cup to prevent it from sliding out. Bend the rest of the pipe cleaner into a loop. Prompt children to decorate the exterior of the cup using assorted wrapping paper bits and tinsel.
- **Drum:** Give each child an empty cookie can with a lid and a pair of chopsticks. Let the children decorate the chopsticks with markers and let the children decorate the drum with small pieces of wrapping paper and glue or stickers.
- Make or buy red, green, and white playdough. Add holiday cookie cutters.

Gross Motor Area

- Using the drums, the children have made, march around the house playing drums.
- Make hockey sticks using long cardboard tubes (like the kind Christmas wrapping paper comes on). Bend the bottom of the tube up like a foot and use some packaging tape to keep the “foot” in place. Children can decorate the tube then use foam balls or rolled up socks as pucks. Play indoor hockey using tape on the floors for net markings.
- Frozen tag game: Let one child be Mr./Ms. Winter wearing a blue scarf around their waist and one child or adult be Mr./Ms. Sunshine wearing a red scarf around their waist. Play this game in a large play space or outside. The rest of the children run or walk around play space. If Mr./Ms. Winter touches you, you must freeze on the spot. When Mr./Ms. Sunshine touches you, you melt and can move again. Switch roles frequently so every child has a chance to be each Mr./Ms.

Quiet Area

- Put up posters relating to the season.
- Set out seasonal books (the library is a great resource for these).
- Make seasonal lacing cards: Glue old greeting cards closed and when dry, use a hole puncher to punch holes around the sides. Give children long shoelaces and encourage them to lace the cards.

Building Area

- Make Ice Blocks: Tape close old shoe boxes and cover it with white paper. Encourage children to build towers and forts with their “ice blocks”.
- Add arctic animals to your animal elections (polar bears, seals etc.).
- Set up a train set and read the book “Polar Express” the children.
- Add a snow blanket to the area so children can set up their town on “snow”

Dramatic Area

- Add snow blankets for building snow forts.
- Add seasonal puppets to your supply of puppets (these can be homemade stick puppets – add a popsicle stick to snowman, etc. figures).

How to market your day home on social media

It seems nowadays that most parents search for their childcare using social media platforms such as FaceBook. In order to market your day home it is important that you use such online places to advertise and showcase your day home in order to attract parents and spark interest.

Top Tips for Marketing Your Day Home

1. Personalise your page - make it about you, add in a photograph of yourself, include details about your background, education, what you love about being a day home educator, etc
2. Add **good quality** photographs that showcase your space, both indoors and outdoors!
3. Include samples of important aspects of your day home such as your menu, your planning (children's names blocked out)
4. Include a FAQ's section - sometimes new parents have anxieties about sending their child to a day home - the more that you can ease their worries the more likely they are to reach out to you
5. Create content - maybe write a blog post, or share an interesting article you have recently read
6. Join groups - there are many FaceBook groups out there that parents use to find childcare - be timely in your response and give them some details about yourself.
7. Plan your social media posts! Each month consider what content you would like to add to your page - article, blog, photographs, or a simple "Did you know" message
8. Think about the messages your page sends to parents - does it show to parents the following:
 - What am I offering in my day home?
 - What makes me unique?
 - What are 3 interesting facts about me?
 - Have I given examples of reviews and positive feedback?



Remember FOIP and do not include images of children in your content or identifying information!

Further Reading:

<https://blogs.constantcontact.com/social-media-marketing-for-child-care/>

<https://blog.hootsuite.com/social-media-tips-for-small-business-owners/>

Welcome to New Educators

Please join us in welcoming Manwinder Chahal to the agency. We also welcome Sharon Howe and wish her a Happy 20th Anniversary as an Educator!