



CAMC Child Development Center

University of Charleston – Professional Experience
MBA 591, 592 & 594



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Group Composition

Bryan Cummings – President CAMC Foundation (UC – MBA graduate)

Dr. Doug Knutson, MD, Chief Medical Officer

Dr. Kathleen Bors, MD, CAMC, General Family Medicine

Dr. Adina Bowe, MD, CAMC, Addiction Psychiatry

Dr. Jess Luzier, MD, CAMC,

Dr. Amy R. Deipolyi, MD, PhD CAMC, Interventional Radiology



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Team Assignments

- **Regulatory** (Michael Perry, Jessica Conrado, Ebube Emeh, Kartavious Terry)
- **Finance / budget** (Steve Sanders, Tad Dean, Alejandra Abellaneda)
- **CAMC employee interest survey** (Austin Dzierwa, Bri Bowman, Kevin Rodriguez)
- **Marketing** (Diego Villafane, John Giesberts, Helen Alfes, Chandler Kelley)
- **Location** (Jordan Bailey, Robin Haesslich, Trinity Palacio)
- **Hours of operation** (Tim McCutchen, Jordan Bailey, Elbert Munn)
- **Staffing levels / education / credentialling / CDA** (Child Development Associate)
 - (Josh Brown, Brady Deaner, Robert Poole, Emmanuella Onyekwe)
- **Programs** (Chandler Kelley, Sharieli Perez Moran, Paul Caliarì, Summia Akter)



Executive Statements

- Problem Statement - Viability options for overcoming the barriers in providing family care to physicians, nurses, administration, medical staff as part of attracting employees to WV.
- Our goal is to create a Child Development Center for the usage of CAMC licensed professionals that allows their children to have a safe and fun learning center

Regulatory

- Center must be licensed
- Type 2 center 31-60 children
- Children required to have medical immunizations and physical testing
- Parent's rights must be granted
- Regulations for serving meals/snacks if applicable
- First aid kit on site
- Two fire drills per month
- Square footage: 35 inside, 75 outside per child
- One toilet for every 15 children



CAMC Employee Interest Survey

1. Would you be interested in using a 24-hour daycare service provided by CAMC for employees? (Yes, No)
2. If yes, how many children would you be registering for the daycare service? (1, 2, 3, 4+)
3. How old are the children you would be registering for the daycare? (0-2yrs, 3-5yrs, 6-9yrs, 10+yrs. old)
4. Which CAMC facility do you primarily work at? (Type)
5. How far would you be willing to travel for this daycare service? (5 miles, 10 miles, 20+ miles)
6. How many days a week would you be using the daycare service? (1-2x a week, 3-4x a week, 5+ days a week)
7. Between which time of the day would you primarily drop off your children to the daycare? (6am-2:30pm, 2:30pm-10:30pm, 10:30pm-6am)
8. Do you currently have a daycare for your children? (Yes, No)
9. Please state any comments or concerns below. Thank you!



Marketing

Market Analysis

- Target Market: Employees of the hospital that have young kids.
- Market reach potential: Total number of employees at CAMC=8,000

Income range: \$100,000+

Competition

- Zion Child development center
- YMCA Mel Wolf Child development center
- Fort Hill Child development Center



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Psychographics **Marketing cont.**

- Married couples that want the best for their child
- Willing to pay for professional child development
- Does not have anyone around to take care of child
- Unable to teach/tend to child due to work schedule

Charleston, WV Demographics

- White: 37,255 (78.81%)
- African American: 6,771 (14.32%)
- Two or More Races: 1,900 (4.02%)
- Asian: 1,132 (2.39%)



Marketing cont.

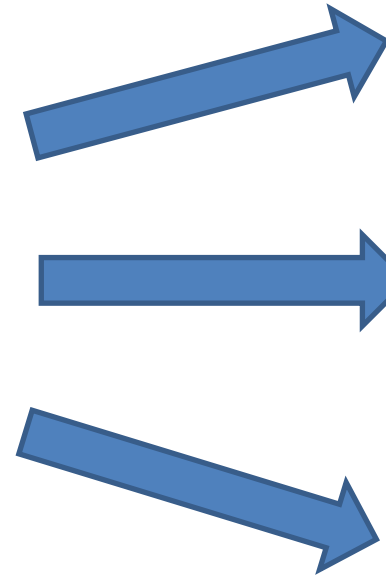
How are we going to tell them?

- Presentation for employees about programs and services
- Put flyers around employee work areas and parking garage
- Place QR codes in various throughout the hospital places that provides vital information
- Send emails to all targeted employees with children
- Have emails sent out when an employee has a child



Location Criteria

- Maximum capacity of 60 children
- At least 5 classrooms
- Men's and women's restroom (shower if needed)
- Kitchen should be included
- Extra rooms for sleeping
- Space for outside activities
- Easily accessible for all three hospitals
- One toilet for every 15 children



Renting

Buying

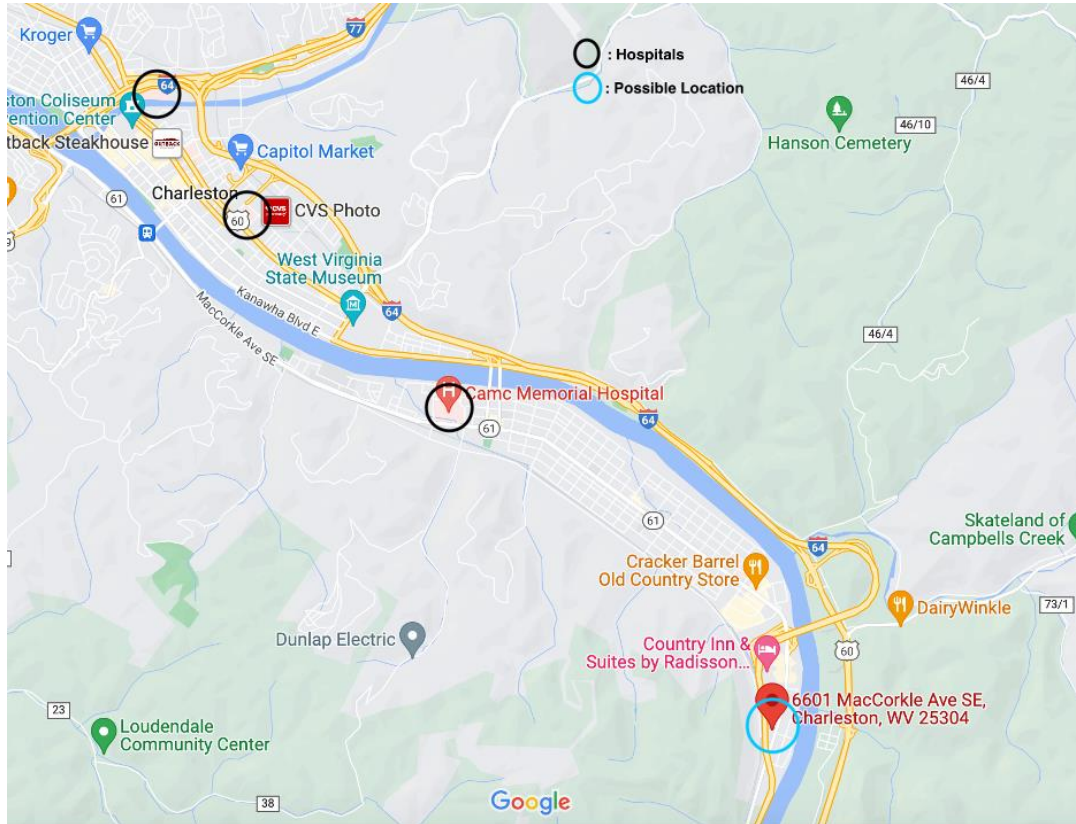
Outsourcing



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Renting



- Smaller initial investment needed.
- Less strings attached.
- More difficult to make changes on the building.
- Contract is normally limited to several years.
- If maximum capacity is reached, easy to switch to a larger rental property.

6601 MacCorkle Ave SE, Charleston, WV 25304

<https://www.showcase.com/6601-maccorkle-ave-se-charleston-wv-25304/24823524/>

Buying

- Larger investment needed.
- More freedom to make changes.
- If maximum capacity is reached, it is hard to expand.



Outsourcing

"Outsourcing describes the process of hiring a third-party to perform a task, handle operations, or provide services."

- Less funding and responsibility.
- Easier to establish a child development center with the help of a third party.

Hours of Operation



Best Hours

6:00 am – 8:00 pm

Monday – Friday

*Potential hours
on

Saturdays/Nights*

Holidays Off

- Christmas
- Thanksgiving
- New Year's Eve/Day
- Independence Day (July 4th)
- Labor Day
- Etc.



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Staffing

Job positions at a Child Development Center

- Teachers (staff to child ratio)
- Assistant teachers
- Center Director (1)
- Assistant Director (1)
- Cook(1)
- Cleaner(s)/House-Keeper(2)/Maintenance(1)



General Requirements for all Staff

- State criminal background check
- State/Federal Child abuse background check
- State/Federal sex offender background check
- Child/Adult/Infant CPR & First Aid certification
- Emergency Preparedness training/ First aid training
- At least 1-2 years experience
- Health assessment within 90 days of hire
- US Work authorization
- At least 18 years of age
- All center staff applicants must meet state specific guidelines for the role



Job Position - Teacher

Compensation: \$11-\$18/hr

Qualifications and Education Requirements:

- Bachelors, Associates, or CDA in early childhood education or relevant field
- 2 years relevant work experience or WVTCECE
- WVITT and credentialing on the WV STARS Career Pathway
- Minimum of forty (40) hours of approved training related to the care of children twenty-four (24) months of age and under and shall submit documented evidence of the training to the Secretary.

Job Position - Director

Compensation: \$44.6K - \$56.5K salary

Qualifications and Education Requirements:

- Four-year degree required preferably in Early Childhood Education or Business Administration
- 10 years relevant work experience
- Supervisory/Management experience
- A registered Apprenticeship Certificate for Child Development Specialist
- WVITT and credentialing on the WV STARS Career Pathway
- Sound knowledge of local, state, and federal child-care legislation.

Job Position – Assistant Director/Lead Teacher

Compensation:

Qualifications and Education Requirement:

- A CDA credential and three hundred (300) hours of relevant work experience working with young children or twelve (12) college credits in an early care and education field and three hundred (300) hours of relevant work experience working with young children
- A total of two (2) years of relevant work experience;
- Registered Apprenticeship Certificate for Child Development Specialist



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Job Position – Maintenance/Housekeeper

Compensation:

Hours: 7am - 3:30pm and 3:30pm - 12am

Qualifications and Education Requirements

- High school diploma or equivalent
- Ability to follow oral and written instructions



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Job Position - Cook

Compensation: \$15.00 - \$17.50/hr

Hours:

Qualifications and Education Requirements

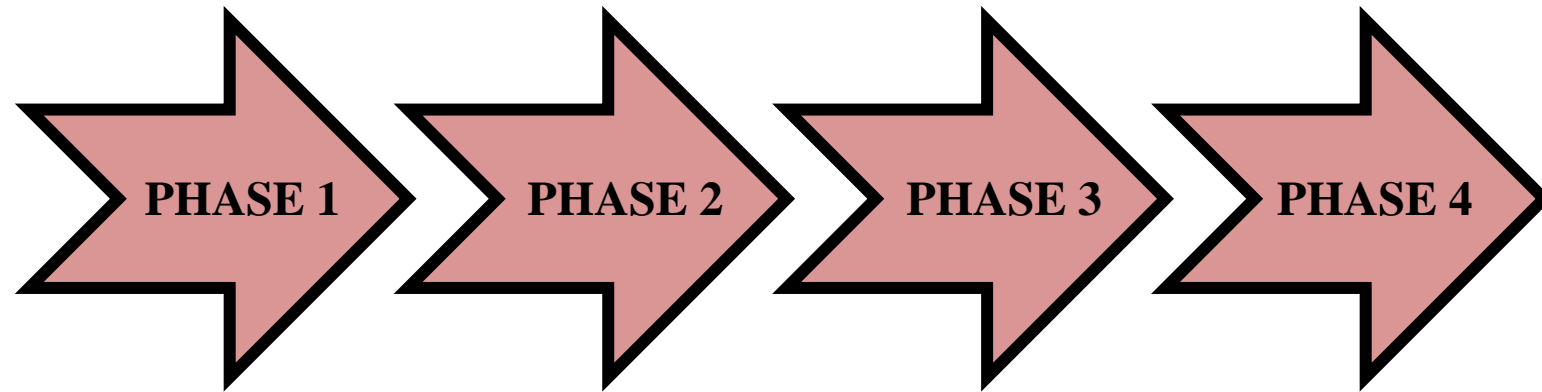
- High school Diploma or Equivalent
- A minimum of one (1) year culinary experience
- Demonstrate understanding of state sanitation codes
- Serve Safe Food Handler Certification or complete the certification within 30 days of the date of hire

Programs

The early years of a child's life are of great importance to their cognitive and physical development.

For the *CAMC Child Development Center* to appropriately promote this growth, the following age-related programs have been researched and developed.

It is expected for the *CAMC Child Development Center* to have a total of **four programs**, each of them compromised to a certain age group:



PHASE ONE

3-18 months

Overview: During this phase, the goal is to provide the children with a series of activities that will focus on promoting the proper sensory, motor, and emotional development.

Each of these activities and resources carefully curated towards each age group development status are divided amongst three stages: **3-6 months**, **6-12 months**, and **12-18 months**. This further division allows proper focus and attention from the caregivers to the important development milestones.

3-6 MONTHS

Imagination & Speech: Caregivers are expected to provide reading lectures to children in order to promote word association and aid in the development of their imagination.

Sound & Music: Children will be exposed to numerous objects and instruments in order to promote their development of *cause-and-effect* interpretation and sensory memory.

Textures: Children's cognitive development is nourished through the introduction of different types of materials in order to further provide a foundation to the development of conservation skills.

Physical Stimulation: Caregivers aid in the development of essential motor milestones in this developmental age hand-eye coordination, reaching, and grasping.

6-12 MONTHS

Communication Skills: Children will be exposed to readings to help them start developing a vocabulary. These activities might include fun readings, songs, and videos.

Motor Skill Development: The children will be exposed to a series of activities that will allow them to develop fine motor skills such as learning how to grab things, hold on to them, pull, etc. This can be used through allowing the kids to play with toys such as blocks, shakers.

Sensory Skill Development: Children will be exposed to a variety of activities to allow them to develop sensory skills. These activities will include exploring different textures, shapes, and different sizes.

12-18 MONTHS

Physical Development: Kids will be exposed to a series of activities that will allow them to develop the appropriate skills to walk on their own. This can be done by activities like treasure hunts, pushing walkers (furniture), as well as motivating them by showing them a toy they will want to get.

Communication Skills: At this stage, the children will start to learn how to communicate. To enforce this, kids will be exposed to readings, and songs, to help them learn simple common words such as members of the family, colors, days of the week, body parts, etc. These sections will have to be short, as the attention span of a kid at this age is short.



PHASE TWO

18 months – 3 years

Overview: During this stage, children with healthy cognitive and motor development achieve two important milestones: *language development* and *potty-training*.

Activities

Storytime: Reading and storytelling with kids in this age group promotes brain development and imagination, develops language and emotions, and strengthens relationships.

Exercise: Involvement in physical activities during this age range promotes the development of social skills and relationships, motor skills, and cognitive skills.

Language development: Development of communication skills will start development in this age group. This is done in order to promote cognitive development, prevent delayed development, and prepare children for the acquisition of a new language in the next stage.

Behavior control (potty-training): This childcare center will provide adequate behavior development through the use of social learning. That is, help children identify the potty behavior by having other children involved in the activity in order to mimic and incentivize the behavior.



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Activities

- 1 Implementation of a second language at early stages of a child development can be beneficial and make the process easier. Therefore, at this phase children will be provided with the opportunity to learn different languages, including sign language.
- 2 Play dough and sand play have immense potential for learning. Not only does it strengthen fingers in preparation for skills such as writing.
- 3 Drawing and painting is another important feature for children where letting children run wild with paints and drawing tools allows them to experience their world in a sensory way and develop self-expression, whilst also developing pre-writing skills. Furthermore, it's an invitation to learn about colors, mixing and good-old tidying up!
- 4 Encourage a child to solve her own problems with support where they can ask questions to understand the problem. Help them to think of solutions, try one out, and more if needed which help them to survive in the real world.
- 5 Dressing-up helps children to begin to make sense of the adult world, roles, and interests, as well as boosting social interaction. Not least, dressing-up helps to reinforce the self-care aspects of self-dressing which is essential for primary school life.

PHASE THREE

3-6 years

Overview:

Social and motor skills becomes a fundamental part in this stage of children development. Both skills work symbiotically as an important activity is introduced to children of this age, *play*.

IMPORTANT INFORMATION: Phase four is designed for children that are already enrolled in an educational institute; therefore, this phase is focused on after school activities.

PHASE FOUR

7-10 years

Overview: During this phase, the primary focus is to help develop good study habits for children, as well as to start introducing the importance of extracurricular activities.

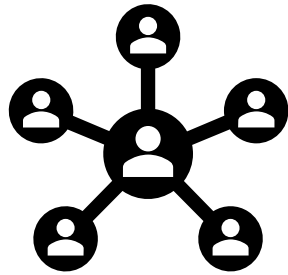
Activities

Kids will be provided with help with their homework and assignments for the day.

Setting an after-school study routine at such a young age creates a habit that will allow for more successful students in the future.



In addition to studying supplements, the kids will have time to exercise and play in the patio, to relieve the stress of the day and keep kids active.

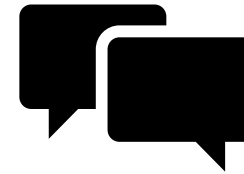


Extracurricular activities should be introduced at this age level, meaning that the daycare will provide a series of activities, rotating every 2 weeks.

Activities include:

- ✓ Sports
- ✓ Dance classes
- ✓ Culinary Classes
- ✓ Music
- ✓ Etc.

At this phase, the children will continue to have the opportunity to develop a second language, including the opportunity to learn sign language.



Children will be provided with a space where they can relax until they get picked up, whether it is watching movies, or playing with toys.



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Finance/Budget

Revenues

- Rate per child
 - 6 weeks - 23 months / \$233 week
 - 24 – 35 months / \$213 week
 - 36 – 47 months / \$193 week
 - 4 – 5 years / \$188 week
 - 6+ years / \$175 week

Expenses

- Chairs and Tables
- Pens, Markers, Crayons
- Balls, Toys, Food, Supplies
- Garbage Cost
- Cleaning Supplies
- Educational supplies
- Employee Salary



Finance/Budget Continued

- Rent \$6,477 per month.
- Basic Utilities
- Electric, Heating, Cooling, Water, Garbage, Gas
- \$2,080 per month



Total Expenses

- Staff: \$300,000-\$500,000
- Rent/Utilities: \$8,000 per month
- Cleaning: \$1000 per month
- Kitchen: \$35,000-\$37,000
- Miscellaneous: \$10,000
- Renovation Expense: \$500,000
- Final Expenses: \$1,000,000 – \$1,300,000



Revenue

- 23 kids 6+ = \$ 209,300
- 24 kids 4-5 = \$234,654
- 5 36-47 months = \$50,000
- 5 24-35 months = \$55,000
- 3 6 weeks- 23 months = \$36,000
- Total Revenue= \$584,000



Next Steps

- Final Summary



Options to Consider

- Outsource for profit/business



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Thank you!

Any Questions?



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