

WELCOME TO YOUR WEEKLY EMPLOYEE UPDATE

In this update, you will discover...

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LETTER FROM OUR CEO

Hi Friend,

We are an education company. We work every day to nurture lifelong learners and to remain lifelong students.

Upon accepting this role, I did as many of us do: I looked to learn what I did not know – to educate myself – from those who have been doing this longer than I have. I spoke with trusted advisors in my life – other CEOs and my family and friends who also work for child and elder care companies. I asked them for their best advice about how I could be successful as the CEO of this great company; their answers centered around the same idea: **LISTEN**.

They advised me to dedicate time each week to listen to those doing the work and pay attention to their needs, connections, and challenges. I'm grateful for both hearing and heeding this advice through the [2021 Listening Tour](#). The tour has already given me a perspective on life in the classroom and the "why" behind our teachers' choice to embrace childcare as a career.

Thank you to all of the teachers who joined these calls over the last few weeks. You've taught me a great deal. I will continue to keep weekly office hours to virtually meet with as many school directors and teachers as possible. Here are some of the critical takeaways and early results from those listening sessions:

- ***I heard concerns over staff apprehension about COVID vaccine participation.***
- This resulted in the development of our ongoing COVID Vaccination Education Series. When this effort launched, nearly 30% of our staff indicated that they would **not** be getting the vaccine. Now, that number is less than 20%. Each day, more of our staff are receiving the vaccine – the beginning of the end of this terrible pandemic.
- ***I heard of additional stress around staffing shortage and lack of enrollment.***
- In the last few months, we have expanded our digital presence and sales techniques to transform and drive new inquiries.
- New enrollment and recruitment ads are running in every market.



- We are working with colleagues in Babilou to build a new marketing campaign focused on each school's unique culture within our family of schools.
- Currently, nearly 50% of families who tour are enrolling. *Go, Directors! Go, Sales Team!*
- Our company-wide Employee Referral Program helps to drive word-of-mouth recruiting. *\$1K bonus for referring a certified/lead candidate or \$500 for non-certified and \$250 to the new employee you refer!*
- We have reintroduced recruitment efforts with colleges and universities to source young students entering the field as teachers.
- We are developing new training modules to provide career-success and professional development opportunities to existing teachers.

- ***I heard that we need more staff appreciation and classroom resources.***
- New teacher appreciation budgets have been provided to every one of our 40 schools, and we have approved separate budgets specifically for Teacher Appreciation Week (May 3-7).
- Presidents and Directors of Operations are planning work with each director to audit materials and supplies in the classroom. Budgets under COVID have been challenged, yet we are still committed to providing teachers with the materials needed to support learning in their classrooms.
- While this is just a start, and there are, of course, many more critical issues to address and conversations to have, I want you to know that I am listening. I invite you to continue to sign up for a time to share your concerns, ideas, and feedback through the [2021 Listening Tour](#).

Thank you in advance for sharing.

With admiration,
David

David Post, Chief Executive Officer

WEEKLY UPDATE 3/19/2021

COVID VACCINATION EDUCATION

As part of our ongoing commitment to keeping you up-to-date on COVID vaccination information, this section of our weekly newsletter is dedicated to COVID vaccine updates and education.

IMPORTANT NOTE:

To further ease and support all employees receiving their COVID vaccinations, the company will provide one paid hour per vaccination visit. Please connect with your director or direct report on how to submit.

Connecticut:

[Childcare staff can now sign up for vaccines.](#)

- Please bring a paystub or staff card to your appointment to prove employment and eligibility!

Massachusetts:

Childcare staff ([including directors and district administrators](#)) are eligible to register for the vaccine **NOW** at any of the [170 state-wide vaccine sites](#) and [participating CVS stores](#).

- Governor Baker recommends that you [preregister by filling out the form on this site](#) for a vaccine at the 7 mass vaccination locations. The system will alert you when an appointment is available for you - and it appears to be working as intended!
- Staff should select “childcare worker” when asked the question, “Are you employed in any of the following occupations?” as well as any other applicable priority groups.

New Hampshire:

Childcare staff are eligible **now** to register for a vaccine appointment - and appointments appear to be plentiful.

Any NH resident who works in childcare should:

- Step 1: Create a profile in the [Vaccine Registration form](#):
 - On the second page, select “staff member of a NH Licensed Child Care facility.”
- Step 2: Check your email.
 - Activate your account after you get an email with the subject “Please activate your account in the New Hampshire Vaccine Management System.
- Step 3: Make an appointment.
 - Make an appointment! Log in to the VINI portal and click “create/manage appointment.”
 - After you make an appointment, you will receive a QR code - bring that and your ID to the appointment.

Vermont:

Childcare staff can sign up for vaccines now.

- Staff can [set up an account and schedule an appointment here](#).
- Help is available at the COVID-19 call center at 1-855-722-7878.

The information and guidance surrounding COVID vaccination can become overwhelming pretty quickly. Please remember, you are not alone! We have dedicated resources to help you see this through. If you have more questions about how to start your vaccination journey, please reach out to Meghan McGinley Crowe at mcrowe@littlesprouts.com or Crissy Trayner at ctrayner@littlesprouts.com.

We also have a dedicated section on our [COVID-19 Resource page \(littlesprouts.com/covid-19\)](#) with updated education materials from recent live discussions with doctors and public health officials regarding the development and importance of the COVID vaccine.

[COVID-19 Resource Page](#)

SECRET SAUCE

Secret Sauce is back to pose another important question that many families struggle with - and that many teachers already know how to solve.

For this week's question, we are asking:

Transitions can be hard - sometimes, we just don't want to end that favorite activity just because it's time for lunch! How do you inspire a focused child to shift her attention to a new activity?

[Submit Your Answer](#)



HUMAN RESOURCES

No Cost/Low Cost College Courses

Looking to expand your professional development, complete your certification, or simply grow your skill set in early education? Now's your chance! Staff in all Little Sprouts, Building Blocks and Heartworks, STEAMworks, and Loveworks schools are eligible to apply for one of the low- or no-cost college courses that we offer through PennFoster.

[Check out the complete list of courses offered here.](#)

Ready to take a course? Ask your Director **or** reach out to Meghan McGinley Crowe, Director of Training for the application at mcrowe@littlesprouts.com.

[Learn More About PennFoster Courses](#)

Listening Tour '21

David Post, Chief Executive Officer of Little Sprouts, has dedicated the month of March to hosting 60-minute, small-group video-meets twice a week with coaches, teachers, and other staff members. Only a few spots remain - RSVP now to reserve a time to speak with David directly!

[Listening Tour RSVP](#)

CAREERS

As we work to build enrollment back and invite more staff to return to school, we want to highlight open positions across our networks. If you or someone you know would be a good fit for any of our currently available positions, invite them to apply or reach out directly to our Director of Sales and Recruitment, Dave Hawthorne: dhawthorne@littlesprouts.com.

View Openings Here

[Little Sprouts Careers](#)

[BBELC Careers](#)

[Heartworks Careers](#)

[Loveworks Careers](#)



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