



TEXAS BUSINESS COACHING INITIATIVE

TEXAS WORKFORCE COMMISSION

CHILD CARE AND EARLY LEARNING DIVISION

TEXAS WORKFORCE COMMISSION



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The Texas Workforce Commission (TWC) is the state agency overseeing workforce development across the State.

- Unemployment
- Employment Services
- Adult Education
- Employer Services
- Vocational Rehabilitation
- Civil Rights & Discrimination
- **Child Care & Early Learning**

BUSINESS COACHING: BACKGROUND

BACKGROUND



- One of two initial priorities for federal stimulus funding:
 - Child Care Relief Funding: direct awards to providers
 - Business Coaching: support with business and financial operations
- The Commission dedicated **\$15 million** for free Business Coaching for all providers across the state
- In 2022, the Commission approved another **\$15 million** to continue the program through Summer 2023

OVERVIEW



One-on-one
Center-based
or
Home-based
Coaching



One-on-one
Specialized
Coaching



Business
Resources
(Videos and
Guides)

Interactive Webinars & Group Coaching

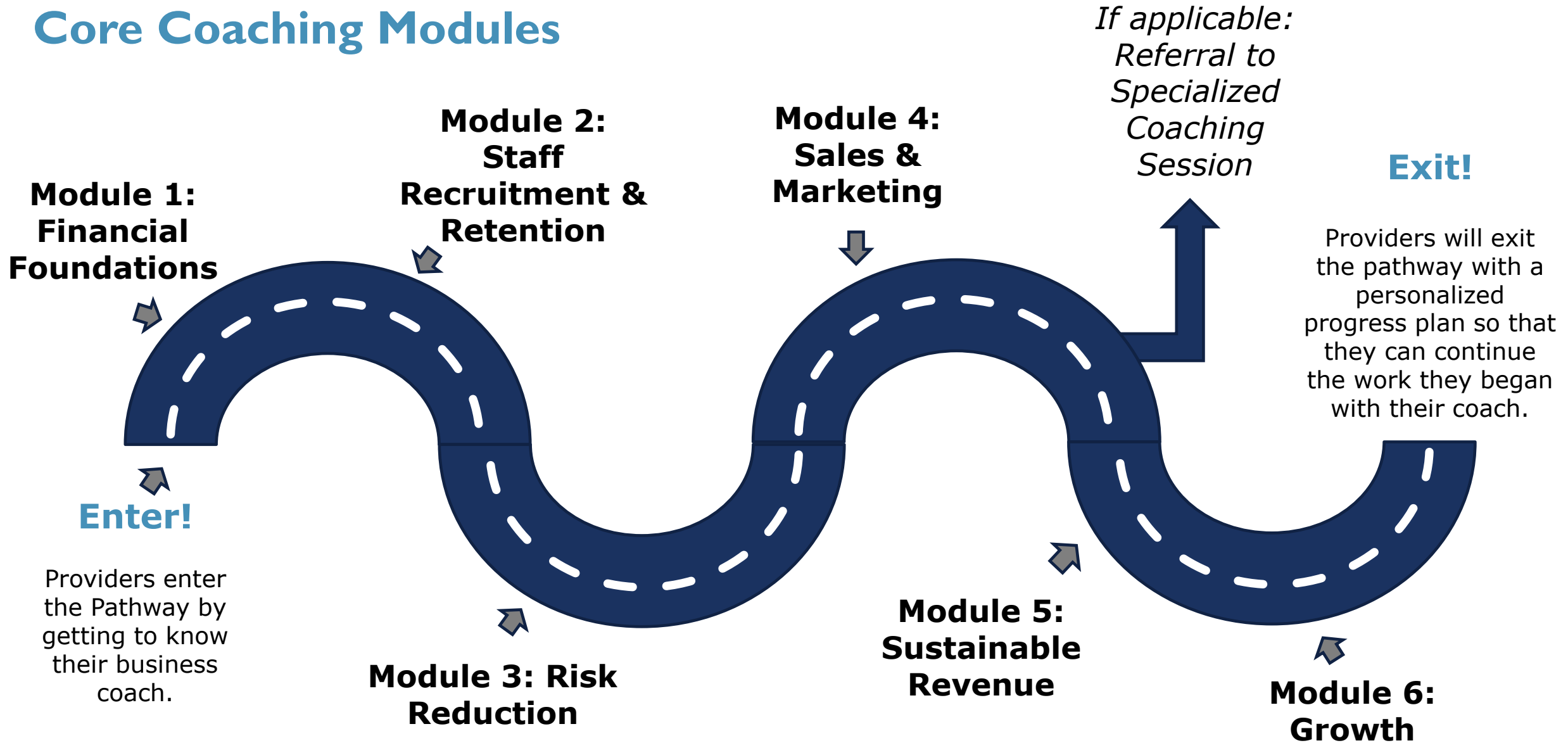
PROCESS



- ✓ Any provider who is licensed or registered by the Texas Health and Human Services department as a child care program is eligible to participate
- ✓ Coaching is designed to be a personal experience, customized to meet provider's needs, and based on their strengths as business owners.
- ✓ Providers are paired with a coach who is best suited to help you and your business.
- ✓ Sessions are scheduled based on provider needs and preferences.
- ✓ With their coach, providers work through topics to make their business stronger.
- ✓ It is completely free to the provider!

BUSINESS COACHING: DEEP DIVE

Core Coaching Modules



SPECIALIZED COACHING



- Receive referrals from the business coaches for specialized topics
- Support in shorter engagements, typically 1-2 sessions per topic
- Our most frequently coached topics include:
 - Tax credit eligibility and application support
 - Understanding and assessing business taxes
 - HR or legal advisement
 - Hiring and staff retention
 - EIDL loan terms and repayment
 - Tuition Assistance Policy
 - CCRF spending strategies
 - Business structure and formation
 - Retirement planning options

SPECIALIZED COACHING EXAMPLES



Recent Examples of Specialized Coaching Support

- 1 Employee Retention Tax Credit Eligibility for Child Care Center in The Valley**
 - Coached Director on eligibility, calculating credit, and filing
 - Combined ERTC for 2020 and 2021 equaled over \$170,000
- 2 Corporate Formation and Taxes Coaching for DFW Family-Owned Home-Based Business**
 - Mother and daughter co-owners looking for guidance on LLC versus S-Corp
 - Discussed tax implications, reasonable compensation, documentation, and protections
- 3 Child Care Relief Fund Spending for Austin-Area Church Preschool**
 - Coached Director on a CCRF spending strategy for 2022 award
 - Determined investing funds in staff would be most beneficial, including payroll, but also pay increases, longevity, and hiring bonuses
 - Set formula for shared expenses with church to aid reporting and documenting expenses

BUSINESS COACHING: THE DATA

PARTICIPATION

- Nearly 2,000 providers have signed up for business coaching
 - 1,133 Center-based providers
 - 651 Home-based providers
 - 181 Unspecified provider type
- Providers usually spend between 3-8 sessions with their coach, but exchange many more emails with them

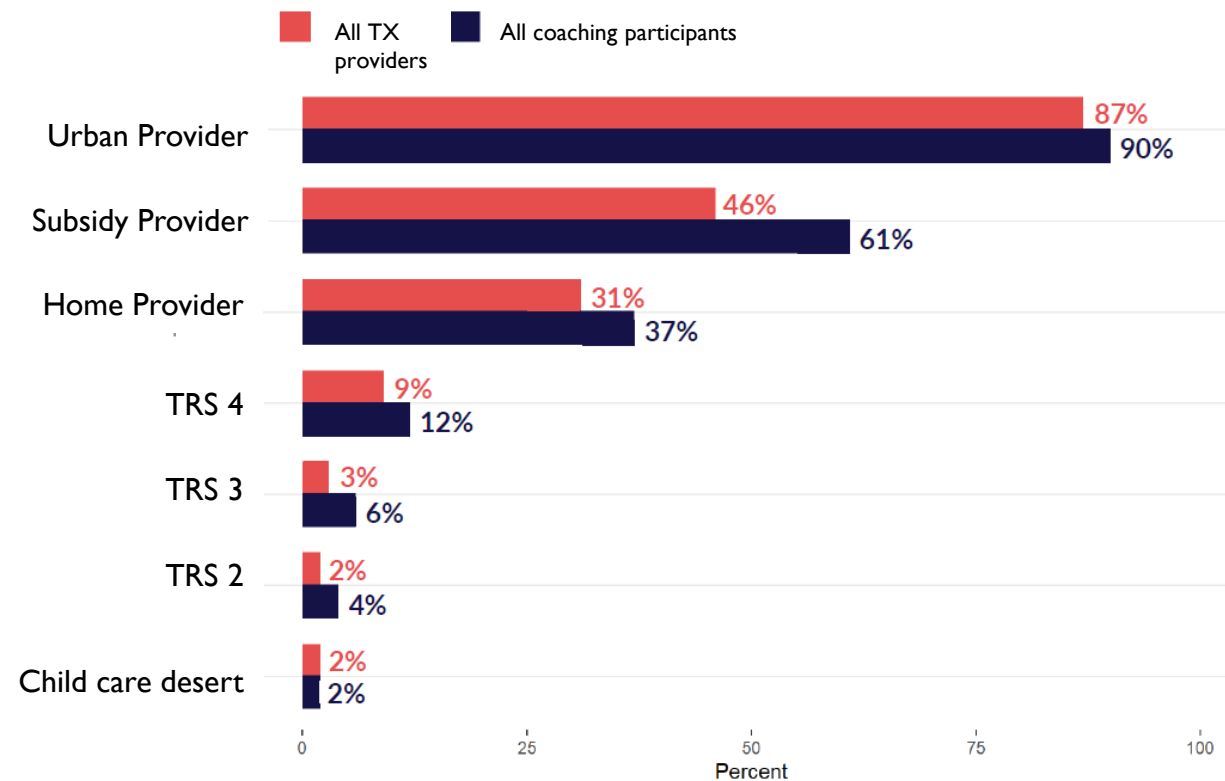
COACHING PIPELINE	NUMBER OF PROVIDERS
Total Core Coaching	1,302
Total Specialized Topics Coaching	1,754
Dual Pipeline (Participating in both core & specialized topics coaching)	1,091
Total Unduplicated Number of Providers	1,965

*Data through July 2022

PROVIDER CHARACTERISTICS

Demographic profile of providers in coaching compared to all Texas providers

% of providers in coaching compared to proportion in population, by category



*Data through July 2022

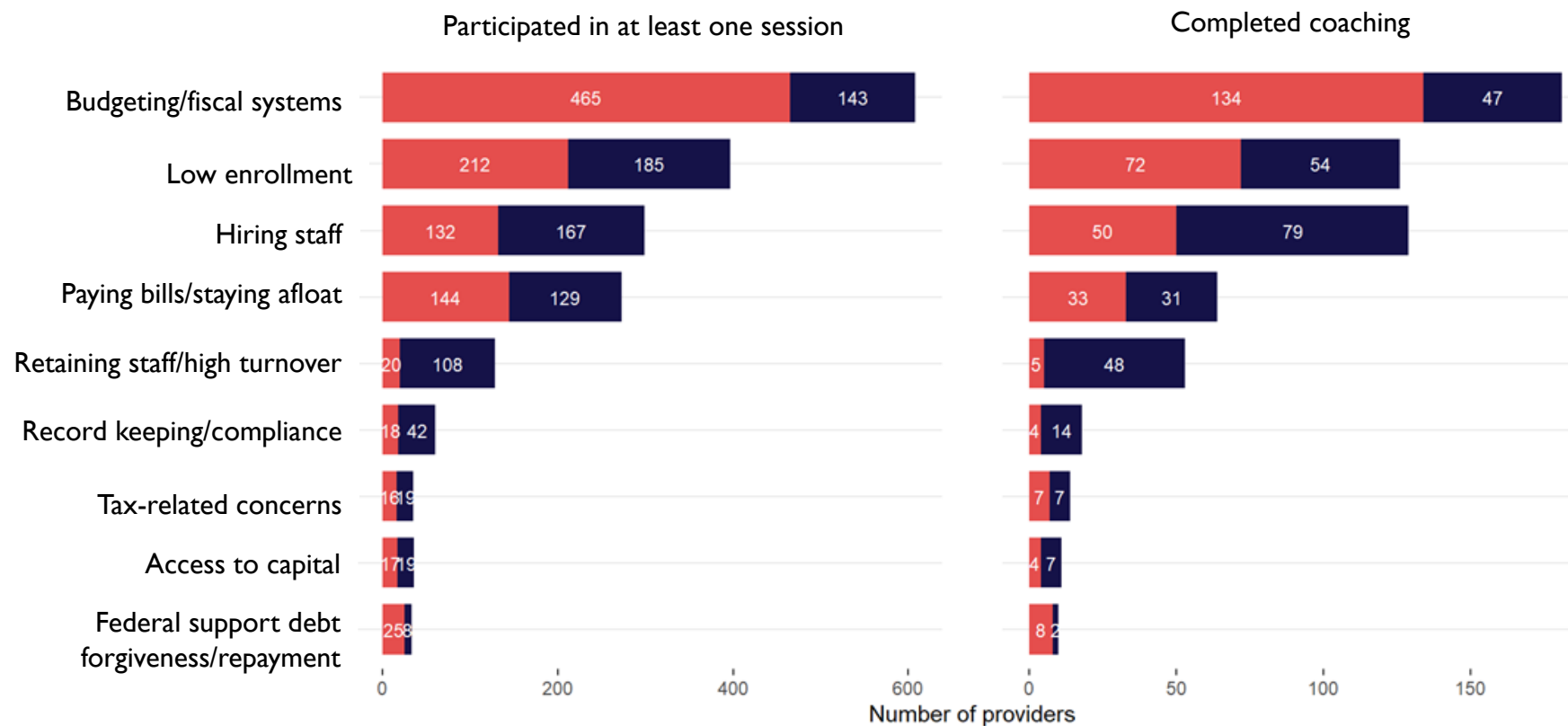
CORE COACHING: TOP PRIORITIES



Top priorities for core coaching

Number of providers identifying issue as first or second priority

Priority 1 Priority 2

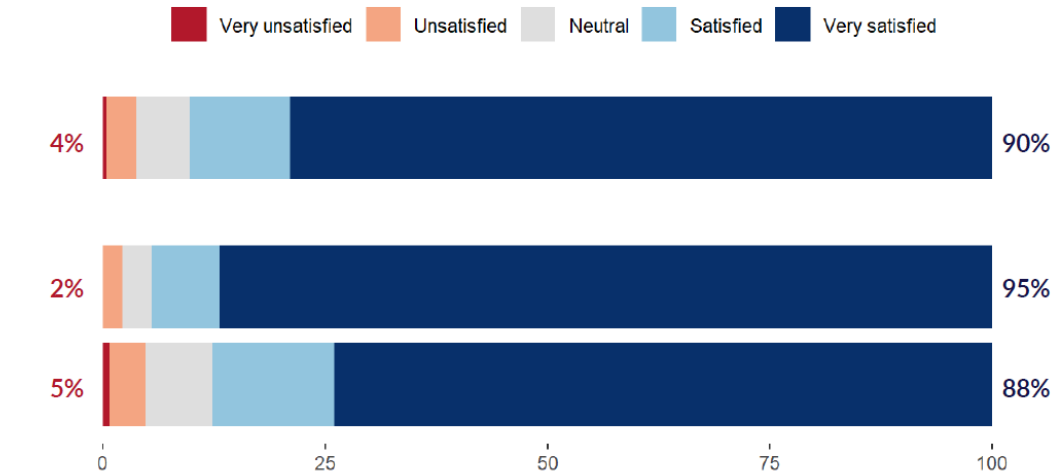


*Data through July 2022

PROVIDER SATISFACTION

Reported satisfaction with business coaching

Percentage of participants reporting level of satisfaction with the program



Percentages on either side of bars denote the percentage of providers who were satisfied (satisfied or very satisfied) and unsatisfied (unsatisfied or very unsatisfied).

*Data through July 2022

- Nearly all participants (90%) were satisfied with coaching
- The majority of providers (86%) believed coaching helped their business
- Most providers had their needs met (79%) and wouldn't change their experience
- Provider satisfaction of the program was most often attributed to their coach
- Providers want to receive access to more coaching

LESSONS LEARNED

- Ask the right questions upfront to measure impact
- All business issues relate to a budget
- Home-based providers seem to benefit most
- Ongoing training for coaches is critical

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THANK YOU!