



# Family Child Care Sessions

**The Ohio Early Childhood Conference | April 23-25, 2026 | Kalahari Resort | Sandusky, OH**

**Friday, April 24, 2026**

8:30 am – 10:00 am

**Family Child Care: A Vehicle for Economic Mobility**

This session explores how family child care can be a pathway to financial independence and economic mobility for educators, families, and communities. Participants will examine the vital role family child care CEOs play in entrepreneurship, job creation, and community impact. Blending professionalism with business strategy, this session equips family child care CEOs with practical tools to run sustainable, wealth-building programs. Attendees will identify essential practices in leadership, financial management, and daily operations while strengthening their business mindset. Leave with actionable strategies to grow their programs, increase stability, and create generational economic opportunities through high-quality family child care.

Featured Speaker: Jerletha McDonald, ADFW Family Child Care Network and NAFCC Consultant

12:00 pm – 12:45 pm

**Family Child Care Providers Networking You're Not Alone! (Not for credit)**

Family child care providers are invited to a special networking opportunity. Come connect with old and new friends and catch up on successful trends and new ideas. Learn from providers from around the state who share your interests and challenges. This is your chance to meet Jerletha, MaryBeth and Trina who are fierce advocates for family childcare at the state and national levels. Note: this event is by invitation only.

3:00 pm – 4:30 pm

**Leveraging Social Media & AI for Marketing: Boost Enrollment & Community Engagement for Family Child Care**

In today's digital landscape, social media and AI-powered tools are essential for growing and sustaining a thriving family child care business. This dynamic session equips participants with practical strategies to attract new families, build a loyal online community, and clearly communicate the unique value of their programs. Discover how to create compelling content, use AI to save time and increase consistency, and optimize social media platforms to boost visibility and enrollment. By the end of the session, each attendee will have a customized, easy-to-follow marketing plan to strengthen their online presence and deepen connections with families and their local community.

Featured Speaker: Jerletha McDonald, ADFW Family Child Care Network and NAFCC Consultant

**Saturday, April 25, 2026**

8:30 am – 10:00 am

**Family Child Care Homes: Creative Spaces for Children to Learn**

Do you want to be inspired to make your learning environment creative and exciting so that it captures the feeling of HOME in your family child care program? We will explore practical suggestions on how to implement changes in arrangement, storage, and selection of educational materials and equipment that meet the needs of all children in your care, both inside and out.

MaryBeth Bush, Regional Coordinator-Early Childhood Specialist, Early Childhood Resource Center