

RONALD V. MCGUCKIN AND ASSOCIATES

Post Office Box 2126

Bristol, Pennsylvania 19007

(215) 785-3400 (215) 785-3401 (Fax)

childproviderlaw.com

ENCOURAGING PROFESSIONALISM IN CHILD CARE

Definitions:

Profession: A CALLING requiring specialized knowledge and often long and intensive academic preparation.

Professional: Characterized by or conforming to the technical or ethical standards of a profession. Exhibiting a courteous, conscientious, and generally businesslike manner in the workplace.

Ways to encourage Professionalism:

1. **Set the Standard:** You have to set the bar for your employees. If you are lazy and “over relaxed” about your work, the employees will emulate you and often go just a notch below the standard you have set for yourself. Check your own professionalism.
2. **Expect only the best:** When your employees don’t perform in a professional manner, make them redo it! Don’t accept anything less. Often we are frustrated with the low or “unprofessional” quality of a work product and we ignore it or fix it ourselves. (Because we can do it RIGHT)
3. **Give up the excuses:** You know what they say about excuses...! If I hear one more child care administrator say: “Well how can I expect any more from them...I don’t pay them that much to begin with.” Being a professional is not about money!!! It is a “Calling” and we are fulfilled in many other ways. Don’t allow employees to give you excuses either.
4. **Use Personnel Policies to Define your “style of professionalism”:** Dress Code, Cell Phones, Language, Attitude, Timeliness, Attendance, Interactions with Children and Parents, etc...
5. **Education, Education, Education:** Yes there are things that you have to be born with to be a great child care provider...but you also need to have a formal education. There are people who were born to be Dr’s and Lawyer’s too...but they still need that piece of paper!
6. **Recognize and Reward:** Catch your staff being good. Find ways to tap into the other ways professionals are fulfilled in their work and exploit them. Spa days, training in fun and new places, thank you notes, candy etc... Make sure that your clients know when you have recognized an employee for being professional.