

State Specific Training website for Directors



Kate Woodward Young, M.Ed.
e.kate@directorsuccessacademy.org
p. 512-347-9658

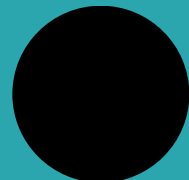
EXECUTIVE SUMMARY

Thank you for considering an exclusive state license with Director Success Academy. This proposal outlines the opportunity for you to become a licensed partner, offering our comprehensive catalog of courses to Early Childcare Administrators exclusively in your state.

Opportunity

Acquiring a license from Director Success Academy provides you with an opportunity to tap into a proven educational model, access extensive support, and capitalize on a growing market of early childcare administration professionals seeking quality training and certification. There are limited licenses available. State residents have priority.

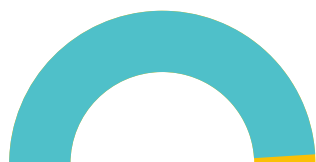
This proposal covers the business overview, licensing opportunity, benefits, terms and conditions, support provided, financial projections, and next steps.



Summary of Qualifications

For over 20 years, Director Success Academy, LLC. through TexasDirector and OklahomaDirector has equipped thousands of early childhood educators to step into leadership. As the first director credentialing program that offered a weekend format in 2001 and the first online format in 2005, Director Success Academy prides itself on meeting educators where they are and creating flexible, accessible, and relevant courses. Our course delivery options continue to evolve to meet the needs of participants across the country.

4,500+
Directors
Trained



98%

finished the
course in less
than six months



83%

stayed in the
industry for more
than one year

Less than 1% have their licenses
suspended or revoked

Less than 1% fail the course

75% of trainees renew their
credential for three years or more

Our Mission

Is to empower Early Childcare Administrators with the knowledge and skills needed to excel in their roles as a part of our unique ecosystem. Our vision is to be the leading provider of professional development and community support for Early Childcare Administrators nationwide. There is a substantial hole in the market, with many administrators needing entry and intermediate level training.

Licensing Opportunity

We offer a range of courses and credentials designed specifically for Early Childcare Administrators, covering topics such as leadership, marketing, administration, compliance, and child development written by Director Success Academy and other curriculum authors. The licensee retains 65% of the course fees, paying the license fee monthly based on sales.

We offer an exclusive state license to offer our catalog of courses for Early Childcare Administrators.

Geographical Area:

The license covers the entire state.

Duration:

The licensing agreement is valid for one to three years, with the option to renew.

Non-Compete clause:

Each license holder must execute a non-compete agreement, to ensure the integrity of your business.

Early termination of license:

The license holder or DSA can request a termination with a 90-day written notice.

Benefits of the License

Market Potential:

The market for early childcare education and administration training is growing, with increasing demand for qualified administrators.

Support:

Receive comprehensive training, marketing support, and operational resources to offer our courses in your state successfully.

Community driven growth:

Building upon our experience, website ranking, and SEO, you can link back to podcasts, blogs, other state and national partners.

Investment

License Fee:

- Initial State Licensing Fee: \$7500 (one-time payment)
 - Includes connection to Director Success Academy
 - Domain name
 - Assistance setting up social media
- Optional: \$2500 to the web developer - your site is built similar to OklahomaDirector.org
- Tech Fee: Web hosting fee to Blackhawk (\$100/month).
 - We suggest you have a newsletter/CRM platform like Active Campaign,
 - You will need Zapier or similar tool to connect the Woo commerce on the back end to the DSA site.
 - A Calendar software -- we like TidyCal.
- Initial Training Fee: \$1500

Royalty Fee:

- Ongoing royalties of 35% of gross sales. (rates subject to change with 90-days notice)

Course Creation and Revenue Sharing

Creating Your Own Courses

As a licensee, you have the opportunity to create and upload your own courses to the Director Success Academy platform. This allows you to leverage your expertise and generate additional revenue.

- Revenue Retention for Local Sales: When your course is sold within your licensed state, you retain 80% of the course fee.
- Revenue Retention for Out-of-State Sales: If your course is sold in another licensee's state, you retain 65% of the course fee.

This structure allows you to create additional courses that fit the needs of your clients while providing opportunities to reach a national audience through the DSA network.

Selling Courses Created by Other Licensees

In addition to creating your own course and selling DSA courses, you can expand your offerings by selling classes developed by other licensees.

- Affiliate Commission: For every sale of another licensee's course through your platform, you earn an affiliate commission of 10% of the course fee.

This feature allows you to offer a diverse catalog of courses to your audience while generating passive income from sales.



Financial Projections

Revenue Projections:

Although we cannot guarantee the revenue and that your success is based on factors including your existing consulting, marketing list, influence, the number of programs in your state, potential new directors and potential early childcare teachers.

- Year 1: \$40,000
- Year 2: \$80,000
- Year 3: \$100,000

Cost Analysis:

Expected costs include technology fees, royalties, training, marketing, staff salaries, and office operational expenses.

Return on Investment (ROI):

The estimated ROI is 300% within the first year, based on the \$40,000 assumption, increasing as enrollment grows. This is not a guarantee of performance. These numbers are based on a reasonable assumption of execution of good business practices and the market size in your region.

Revenue Potential:

Licensees can expect significant revenue potential, with a projected revenue of \$40,000 in the first year with limited weekly time investment. The maximum revenue potential has yet to be determined. This is based on having 100 students enroll in the director credential program, or 17 students enrolling in the Childcare Executive Leadership Credential, and minimal sales of other courses.



Benefits

Benefits of This Structure

- Encourages collaboration and innovation among licensees.
- Provides flexibility to monetize your expertise while benefiting from the larger Director Success Academy network.
- Expands your course catalog on an ongoing basis by leveraging existing content.

This system ensures that licensees are rewarded for both your creativity and your participation in promoting courses across the network.

Joining Director Success Academy as a licensee provides a unique opportunity to grow your business with the support of an established brand and a proven educational model.

Marketing Support

Marketing Plan:

We provide a marketing plan to help you attract and retain students in the initial training and on an ongoing basis . This includes digital marketing strategies, local outreach programs, and sample promotional materials.

Blogs and SEO

We will work with you and your web design to ad blogs and additional content to increase your Search Engine Optimization

Social media

We have for an optional fee - Social media support starting at one platform for \$500 a month (16 posts).



Our Team

Our Founders

As a WBE, Carrie Casey & Kate Woodward Young have a combined 60 +years in the early childcare industry. They have worked in many different types of programs from home-based childcare to parent cooperatives to school districts. Kate & Carrie have supported Directors in programs large & small.

Prior to training and consulting - Kate and Carrie ran Substitutes on Schedule where they hired, trained and placed 100s of early childcare directors and staff across Central Texas.

We have members of our team with experience with technology interface, social media communication, standard operating procedures and client services. 80% of our team members have previously worked in child or youth services.

Learn more about our founders in the attached appendix.



"I found the staff consistently available when I needed assistance and flexible in catering to the specifics of my Montessori program. I highly recommend this course." *Emily Steriti, Marfa Montessori*

Operational Support

Training

Initial training covers all aspects of marketing, client onboarding, course delivery, student support, and administrative processes, with ongoing training sessions available.

Initial Onboarding Support

We are committed to setting you up for success from day one. Upon signing the licensing agreement, you will receive:

- **Comprehensive Training:** An in-depth orientation covering course materials, marketing strategies, technology setup, compliance procedures, and student management.
- **Technology Setup Assistance:** Step-by-step guidance for integrating your systems with Director Success Academy's platforms, including WooCommerce, CRM tools (e.g., ActiveCampaign), and scheduling software (e.g., TidyCal).
- **Marketing Kit:** A tailored marketing package with templates for advertisements, social media posts, email campaigns, and promotional flyers to help you attract and retain students in your state.
- **Operational Materials:** Access to our Standard Operating Procedures (SOPs) to streamline your daily operations.

Ongoing Support

Our partnership doesn't end after onboarding. Licensees will benefit from:

- **Regular Training Sessions:** Quarterly webinars and optional in-person workshops to keep you up to date on best practices and new course offerings.
- **Dedicated Support Team:** A designated point of contact for addressing technical, operational, or marketing concerns.
- **Content Updates:** Automatic updates to course materials and access to newly developed courses to maintain the highest quality and relevance.
- **Marketing Campaign Assistance:** Collaboration on state-specific campaigns to help grow enrollment, with optional co-branding opportunities for increased visibility.

Operational Guidelines

Detailed Standard Operating Procedures and guidelines to ensure consistency and quality in marketing, promotion, and client services.



Fine print

Contract Terms:

Key terms include exclusive rights to offer courses in the designated state, adherence to quality standards, and payment of fees and royalties as outlined. The full terms can be found in the license agreement.

Legal Obligations:

Licensees must adhere to all state and local regulations governing professional training, and revenue.

Compliance Requirements:

All operations must comply with state standards and business regulations.

Payment Terms:

The initial licensing fee is payable upon signing the agreement. The tech fee is payable on your own, and the training fee is payable before the initial training session. Royalties are payable monthly within 5 days of invoice.

Obligations:

Licensees are responsible for and limited to, statewide marketing to your licensed state, student enrollment, renewal, and compliance with state regulations.

Compliance:

Licensees must comply with all state regulations, sales tax reporting and payment (if applicable) and become a state-registered training organization.

MASTER TRAINER

CARRIE CASEY



MEET YOUR TRAINER

ABOUT CARRIE

Meet Carrie Casey – Carrie is part of a family that has been in Texas since it was Tejas. Carrie's training style is hands-on with real life applications to ensure clients leave each session with tools and techniques they can apply right away. She trains educators to support the whole child through research backed practices and applied scenarios to give them a grounding in best practices. She believes schools function best when there are clear systems in place to facilitate independence and exploration.

With over 30 years of experience in early childhood and afterschool programs, Carrie's experience spans from running a home based program, working in both for profit & non-profit programs, opening childcare centers, purchasing programs, to working in school districts. She is a best-selling author, and award winning trainer. Carrie is recognized nationally as a specialist in growing and expanding registered family homes, helping entrepreneurs with site evaluation, and market research.

Carrie focuses on meeting clients at their level and moving them to the next. She believes in increasing the professionalism and tenure of early childhood professionals through training, writing, coaching and mentorship.

QUALIFICATIONS

EDUCATION

- » Associates in Child Development
- » Bachelors in Early Childhood
- » Education Harvard University, CEEL

CERTIFICATIONS

- » CDA Validator
- » Master Trainer

HIGHLIGHTS

- » Trainer of the Year
- » 2 time best selling author
- » 35 years in early childhood education
- » 24 years of training experience
in training in ECE

“ —

Hands down the best decision I could make! I feel the course can help me in many ways and I will continue to take advice from this program! Carrie you're amazing!"-Marissa Benitez

MASTER TRAINER

KATE WOODWARD YOUNG, M.ED., PCC

MEET YOUR TRAINER



ABOUT KATE

Meet Kate Young – Although not born in Texas – she got here as soon as she could. Kate is known for helping her clients bring their whole life together, to increase their ability to impact their community. She works with clients through four steps to give them a direction for themselves in manageable pieces. She believes systems are what bring people out of chaos and into their own alignment; inspiring others with fresh insights, action-based approach and systems that simplify their processes.

Kate has over 30 years of experience with education and health care organizations. Her experience includes working with health care and education professionals at all levels, military officers and their spouses, business executives and entrepreneurs. Her coursework was in education, with graduate work from The Ohio State University and Harvard. She is a best-selling author, and trainer.

Kate will work with you to identify what comes naturally to you and how to work to develop your whole brain thinking into new ways to communicate, interact and process information and create your personal guiding light. This will allow you to go **From Overwhelmed to "I Got This!"**

QUALIFICATIONS

EDUCATION

- » Bachelors of Education
- » Masters of Education
- » Harvard University, CEEL

CERTIFICATIONS

- » ICF Certified Coach since 2005
- » Certified Business Analyst, 1993
- » Certified Whole Brain Practitioner, Herrmann International
- » Forbes Coaches Council

HIGHLIGHTS

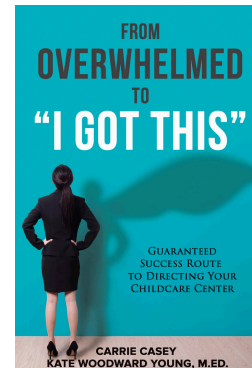
- » 35 years of small business consulting
- » 22 years coaching childcare directors
- » Fellow Member of the Institute of Coaching, McLean Affiliate of Harvard Medical School
- » 3000+ hours of coaching experience
- » Balance, Relatability, Effectiveness

“Working with Kate has been the best move for my career. I was able to identify when I was taking on other peoples tasks, foregoing my responsibilities in my personal life and neglecting myself. Sessions with her always make me think; even when I didn’t want to. I was able to put concrete plans into action. The additional accountability tools allowed for my success.” *Lisa, Faith based program start up*

APPENDIX 3

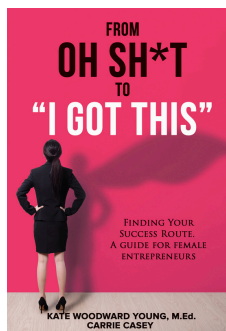
From Overwhelmed to "I Got This"

Rated 4.7 stars, this 283-page guide by childcare experts Carrie Casey and Kate Woodward Young, published in 2021, offers essential strategies for running a childcare center.. Whether you're managing a preschool, daycare, or early learning center, this book provides practical insights to help directors navigate daily responsibilities, create thriving learning environments, and support staff, children, and families. With over 20 years of experience, the authors share invaluable tips on defining your educational philosophy, achieving full enrollment, retaining staff, building community networks, and more



"Congratulations to Carrie Casey and Kate Woodward Young on the publication of their timely book for aspiring childcare directors. This book and its companion workbook are tools that childcare directors can use to support a caring learning environment that helps children and families thrive." -*Katherine Dresser*

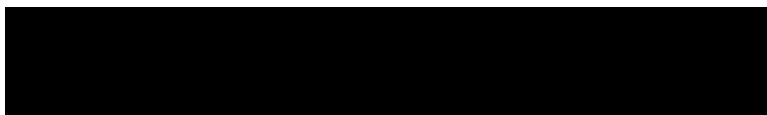
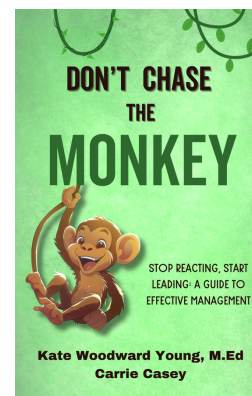
From Oh Sh*t to "I Got This"



In *From Oh Sh*t to I Got This**, seasoned entrepreneurs Kate Woodward Young and Carrie Casey draw on 30 years of experience working with thousands of business owners who have faced unexpected challenges. This 2024 best seller, blends personal stories with practical advice, they share how to navigate the inevitable 'Oh sh*t' moments that come with running a business or navigating life's curveballs. Whether dealing with financial setbacks, sudden life changes, or everyday hurdles, this book offers encouragement, proven strategies, and a roadmap to regain confidence and control when life doesn't go as planned.

Don't Chase The Monkey

Don't Chase The Monkey by Kate Woodward Young and Carrie Casey is a 112-page guide packed with practical strategies for effective time management and task prioritization. Using the metaphor of 'monkeys' to represent daily tasks, this book teaches readers how to manage responsibilities without becoming overwhelmed. Whether you're a business leader, educator, or busy parent, the authors provide actionable tips to avoid taking on others' burdens, focus on what truly matters, and maintain a healthy work-life balance. Learn how to feed, delegate, or let go of your 'monkeys' and regain control of your time and energy.



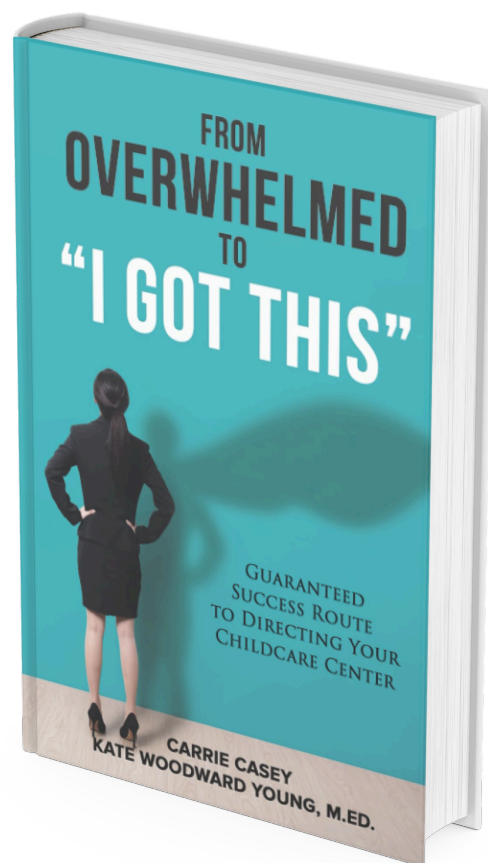
APPENDIX 4

From Overwhelmed to "I Got This"

Published in 2021, Kate & Carrie's most recent book provides strategies, inspiration, and encouragement for how to run a childcare center in a post-COVID world. Whether you call your program a mother's-day-out, a preschool, an early childhood learning center, daycare, childcare, nursery or school, you still need to have a good understanding of the daily roles & responsibilities of the administrator/director. Your good management of the center enables your staff and children to thrive in a learning environment that meets the needs of teachers, parents, and most importantly the children.

Early childhood professional and entrepreneurs Carrie Casey & Kate Woodward Young share their 20+ years of practical tips, tools, advice, and hard-won experience in the field they love with those ready to become the next generation of successful and effective administrators. Inside, you'll discover how to:

- Reflect your own educational philosophy
- Attract families who share your values
- Achieve and maintains full enrollment
- Train and retains an amazing staff
- Network well within the community
- Build and sticks to a realistic budget
- And more...



Select Chapter Titles:

- How Do I Get the Most Out of My Center?
- Where Does the Time Go?
- Which Parents Belong at My Center?
- How Do We Make Our Centers Work for Us?
- What Do I Do When the Worst Happens?
- Where Did All the Money Go?
- What Does My Center Stand For?



283 PAGES



2021 BEST SELLER



4.7 RATING

Every two years, Director Success Academy updates the course training materials (book, workbooks, and videos) to ensure that it remains relevant to the regulatory and cultural realities of early care educators. The most recent text book and workbook edition reached bestseller status in 2021 and is available in English and Spanish in print. Additionally, it is available as a Kindle and audio book

APPENDIX 5

What is Executive Coaching?

Coaching is a standard leadership development tool for executives and talented up-and-comers. Executive coaching is a professional development process that helps individuals in leadership positions improve their performance and achieve specific business goals. It involves working with a qualified coach who serves as a trusted advisor, helping the executive identify areas for improvement and develop strategies to enhance their skills, confidence, and leadership abilities. The primary focus of executive coaching is to help leaders become more effective in their roles, by providing them with tailored feedback, guidance, and support. Coaching may cover a wide range of topics, including communication skills, strategic planning, decision-making, team building, and organizational change management.

Benefits of Coaching



Increased productivity reported by 53% of executives



Better working relationships reported by 71% of executives



Improved conflict resolution reported by 52% of executives



Greater job satisfaction reported by 53% of executives

A survey of 100 executives, most from Fortune 1000 companies, found that an investment in executive coaching realized an average ROI of almost six times the cost of the coaching.

10 Things Coaching Can Improve:

- Development of Leadership Skills
- Inclusive & Positive Cultures
- Cultural Perspectives
- Softening Rough Edges
- Effective Feedback Systems
- High-Performing Virtual Teams
- Reducing Conflict
- 8. Influence & Buy-in
- Emotional Intelligence
- Management of Stress, Fear & Anxiety

