

# BIWEEKLY MEETING



PRESCHOOL  
CANADA  
Early Learning Academy

Date: 23/09/2020

Time: 1:00 pm – 1:45 pm

Facilitator: Lisa Loblaw

## Attendance

| Sandra | Mellissa O | Lorraine | Shima  
Jessica | Ericka | Lisa | Sheri | Leila | Randy |  
Archie |

Time	Item	Speaker
1:05	<p>Welcoming the team and introducing Leila</p> <ul style="list-style-type: none"><li>- Lisa mentioned to everyone that Leila's role is to support all of Head office endeavours, including working on the back page, updating policies and procedures, and Leila will start working on a new project that we will announce shortly.</li><li>- Randy mentioned that Leila is doing an excellent job at the Whitby Location, put in a lot of effort in the work and policies and procedures while she was at the site, and Randy is happy that Leila is here for the week.</li><li>- Lisa mentioned that Leila's main focus is supporting some of the background work that head office is doing to simplify the process for procedures and policies and anything that sites may need from the back page. Leila is an extra set of hands and helpful.</li></ul>	Lisa/Shima/ Randy/Leila
1:10 – 1:25	<p>Enrollment and Tours</p> <ul style="list-style-type: none"><li>- Lisa asked - How are Online Tours? Did anyone get any tours in regards to The Virtual Tours? What are some of the Feedback from parents?</li><li>- Guelph – Did not do the 3D Tours, created more personal tours for parents, but Ericka got a total of about 10 enrollments for this year and next year, March. Ericka did not feel that she needed the virtual ones as they were able to do personal outdoor tours and enroll families.</li><li>- Ericka mentioned that posting pictures on mom groups helps show families and parents more comfortable and whenever someone posts that they are looking for a childcare, she would go and Directly Message them and introduce herself and send them the link. The parent would then email head office and head office would forward the message to them.</li><li>- Ericka mentioned a Google Page, which we referred to as a google ad as Shima asked 'What is a Google Page?'. The google ad is good to use for parents to put down recommendations and reviews, which is amazing for parents to read through. This can also help with enrollments. Ericka mentioned that it is free</li></ul>	Lisa/Jessica /Shima/ Ericka/ Lorraine

- Lisa mentions to Randy – maybe when parents start to come in that Randy or Sheri can ask parents to start write reviews or maybe how you made the families feel comfortable and safe while having their children at your center when they start. That it may help with enrollments
- Lisa also mentions that some of Ericka's ideas can also be implemented to Randy and Sheri
- Lisa mentions that we will definitely look into different ways to get more enrollments as families, directors and owners are struggling with being comfortable with sending their child to childcare as we are getting more and new information everyday.
- Lisa mentions is anyone advertising for Enrollments for the Fall Season? No one mentioned anything.
- Randy mentioned that he has some issues with Enrollments as there are no families that are interested due to COVID-19. Lisa mentioned that Randy needs to market, send images to Leila so that Leila can post onto Social Media. Encouraged Franchises to share the posts onto their Social Media.

Time	Drop-off and Pick-up / Health and Safety	Lisa/Jessica/ Shima/Lorraine/ Melissa O
1:25 – 1:40	<ul style="list-style-type: none"> <li>- Lisa asks How are the drop offs and pick up with families? Are they smoother? Has there been any hick – ups? How are the screening process go? Some of the screening have some changes based on regions.</li> <li>- Lorraine expressed that her families are frustrated in regards to the runny nose. She mentioned that she posted a Petition for everyone to sign. As it will be a long winter, especially when it comes closer to Thanksgiving.</li> <li>- Lisa mentions that it is typical for the season allergies and flu and cold season</li> <li>- Melissa O would like Head office to contact the MP or the ministry, public health, etc. from one symptom to 2 symptoms. And to remove the runny nose symptom of the list of symptoms. Lisa agreed with the idea.</li> <li>- Jessica mentions another symptom: Vomiting.</li> <li>- Sandra Clarifies and mentions that if a child has been crying because they are upset, or coming from outside and have a running nose then that child does not need to be sent home.</li> <li>- Lorraine mentions in Durham Region is different and that the child needs to be sent home.</li> <li>- Shima asked Sandra to email the document so that we can update the information that the region is talking about for the runny nose. So that we can align the different regions and get the proper approvals for all the regions to be on the same page. So that we can update it for everyone and send the documents as many things are changing. (Document was received by the Aurora Team)</li> <li>- Shima expresses that head office understands that it is frustrating as many new updates are coming in from different Regions and that head office is working on the updates in the background to make it easier for the sites.</li> <li>- Melissa O asks Lisa, she is not sure what type of lobbying there is for childcare or any information where we can put pressure on the government.</li> <li>- Lorraine also expresses if Lisa can contact anyone from the Government or AECEO to change the symptoms or list of sending children home.</li> <li>- Lisa mentions that she agrees and has other contact information that she can speak to in regards to this and she will get back to the team. And sending out the petition to other people and raise</li> </ul>	

the aware from 1 symptom to 2 symptoms.

- Lisa mentions to the team to email out any other concerns or questions or topics to the head office team so that we can move forward with this and Preschool Canada can make an impact.



Time	Item	Speaker
Time 1:40 – 1:43	<b>Marketing</b> <ul style="list-style-type: none"> <li>- Lisa mentioned that the Marketing Policy has been updated on the back page. The only new update is that the person to contact has changed.</li> <li>- Lisa introduced Leila's new role as Corporate posting; adding images to the Social Media Accounts for their sites.</li> <li>- Ericka asked for contact information as she did not have a phone number or email for Leila.</li> <li>- Leila asked that all locations send an email weekly to <a href="mailto:Admin@preschoolcanada.com">Admin@preschoolcanada.com</a> with their images and a small blurb explaining the photos so that it can be posted</li> <li>- Leila also asked that all sites share these images to their pages, so that families can see what were doing.</li> <li>- Lisa mentioned that Shadi is in the process of setting up phones for herself and Leila. We will share it right away via email.</li> </ul>	Lisa
Time 1:43 – 1:50	<b>Contact Information Update</b> <ul style="list-style-type: none"> <li>- Lisa mentioned that since Leila joined the team that the team split up the sites per person. This information will be sent out via email individually of who their person of contact will be for any information or updates.</li> <li>- Shima Shift is from 7:00 am– 3:00 pm.</li> <li>- Lisa Shift is from 8:00 am – 4:00 pm.</li> <li>- Leila Shift is from 10:00 am – 6:00 pm.</li> <li>- Ericka asked if they get the option to chose who follows up on them. Lisa replied that Shadi set up the teams.</li> </ul>	Lisa/Lorraine/ Shima/Erika/ Leila
Time	<ul style="list-style-type: none"> <li>- Lorraine asked that when head office sends out any new updates on policies that we highlight the updated phrase/section so that it can be easily found instead of reading the entire document again. As it is very frustrating to get some policies and not sure what is being updated.</li> <li>- Lisa thanks Lorraine for the feedback and that moving forward</li> </ul>	Lisa/ Shima/ Lorraine

- that the any policies will be sent in PDF form and highlighted.
- Ericka asked about the One Sandbox, as she is not sure how it works, that no one from Head office contacted her in regards to this and she does not want to be penalized for this as it is due next month. When Ericka contacted Sandbox, they mentioned that they do not what they are talking about.
  - Lisa mentioned that she wasn't aware of that and that we will figure it out for her.
  - Shima and Lisa ended the meeting by saying that head office is here to support the team, and if any site needed any support, to please reach out through email or phone.
  - Please send Head office in regards to any topics for the next meeting. Lisa mentioned that we will discuss the Serious Occurrence next meeting as they keep changing.
  - Shima remind the team to please send any new updates that they receive from the region, Ministry of Education, or public Health to send it to head office so that we can update any policies or information that the site may need. If nothing is sent then we will have to online to find any new information and confirm them with any new information.

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Note: - Brampton West & Innisfil team did not attend the meeting.

Meeting-minutes documented by Leila Chaar