

Best Practices Guide for Connecting Families to Childcare

1. When to Mention grō Childcare Academy

HōM Flats team members can share grō with residents when families:

- Are moving in with young children
- Ask about nearby child care options
- Mention they need infant, toddler, preschool, Pre-K, or school age care
- Ask about community resources for families
- Need help understanding child care subsidy options
- Are looking for care close to home or work

A simple way to introduce grō:

“We have a partnership with grō Childcare Academy, located right here in the community. They offer child care and early learning programs for children, and their enrollment team can help you learn more about availability, tuition, and subsidy options.”

2. Key Talking Points About grō

When sharing grō with families, please highlight:

- Convenient location
- grō Childcare Academy is located near Home Flats, making child care more accessible for residents.
- Programs for young children
- grō offers care and early learning opportunities for infants, toddlers, preschool, Pre-K, and school age children.
- Support with subsidy programs
- Families may qualify for child care assistance, including the CDC Scholarship / State Subsidy and other support programs.
- A safe and nurturing environment
- grō provides a warm, modern, and engaging space where children can learn, grow, and thrive.
- Enrollment support
- Families do not have to figure everything out alone. Our enrollment team can walk them through the process.

3. Share the online enrollment link

Families can start the enrollment process directly online, so Home Flats does not need to collect their personal information.

Enrollment Link:

grochildcareacademy.com

Suggested wording:

“The best way to get started is by completing the online enrollment form. The grō enrollment team will review your information and follow up with next steps.”

9. Share what not to promise

To make sure families receive accurate information, Home Flats should avoid promising:

- Guaranteed availability
- Exact tuition rates unless confirmed by grō
- Guaranteed subsidy approval
- Specific start dates
- Enrollment without completing required forms
- Any licensing or policy exceptions

Suggested wording: “The grō enrollment team can confirm availability, pricing, and next steps for your family.”

10. Use a simple closing message

When ending the conversation with a family, HōM Flats can say:

“The best next step is to complete the online enrollment form. If you have any questions, the grō enrollment team can help guide you.”

For questions or extra help, connect families with:

Enrollment Team

Email: Enroll@grochildcare.com

Phone: (616) 557-6887

