



The Maryland Child Care Resource Network

The Maryland Child Care Resource Network is a network of child care resource centers located throughout the state of Maryland. The Network offers a variety of training opportunities and technical assistance to the local child care community.

The resource center in your area can assist you with marketing ideas and other ways to build your business. Call your regional resource center for more information.

Regional Child Care Resource Center Telephone Numbers

Anne Arundel County	410.222.1794
Baltimore City	410.685.5150
Baltimore County	410.288.4900
Chesapeake (Upper Shore) (Kent, Queen Anne's, Dorchester, Talbot, Caroline)	410.822.5400 ext.346#
Frederick/Carroll Counties	301.662.4549 or 410.751.2917
Harford/Cecil Counties	443.512.0461
Howard County	410.313.1940
Lower Shore (Somerset, Wicomico And Worcester)	410.543.6650
Montgomery County	240.777.3110
Prince George's County	301.772.8420
Southern Maryland (Calvert, Charles, St. Mary's)	301.290.0040 or 866.290.0040 (in St. Mary's County)
Western Maryland (Allegany, Garrett, Washington)	301.733.0000



MARYLAND
FAMILY
NETWORK

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FOR PROVIDERS



How LOCATE: Child Care
Connects Parents with
Providers

Provider Support Line
1.866.752.1614



What is LOCATE: Child Care?

LOCATE: Child Care is a free telephone referral service that:

- Helps parents identify and choose child care best suited their needs, preferences and ability to pay;
- Maintains a database of all regulated center-based care facilities, family child care, nursery schools, kindergartens, and Head Start programs in Maryland;
- Offers parents information on regulated programs available in their neighborhoods or near their workplaces;
- Documents the need for child care, cost of care, extent of services available and other pertinent data based on information it receives from child care providers and parents; and
- Reports its findings to legislators, policy-makers, advocates, child care professionals and the general public.

WHAT HAPPENS WHEN A PARENT CALLS?

LOCATE: Child Care is a parent driven service that begins when a parent calls the LOCATE line. LOCATE staff members respect the parent's right and ability to choose the best care for his/her child.

The LOCATE Referral Specialist will:

- Discuss the parent's child care preferences pertaining to type of care, location, hours, amount willing to spend, and environmental factors, such as smoking and pets;
- Explain the different types of child care available;
- Provide guidelines for selecting quality child care;
- Search LOCATE's database and provide parents with a list of child care options that most closely meet their needs;
- Provide current information on early childhood education and best child care practices;
- Make referrals to regulated child care, never recommendations;
- Link the caller to other resources such as the state Child Care Subsidy program.

Service is provided to callers by trained LOCATE Referral Specialists who are professionals holding a minimum of a Bachelor Degree in early childhood education or other related field. In addition, referral specialists have a minimum of two years of experience working in the field of child care or early childhood development.

WHAT ARE PARENTS LOOKING FOR?

During follow-up calls to parents, LOCATE has found that parents appreciate when providers or center staff:

- Take time to share information about themselves, such as education, number of years in the business, continuing education taken, and participation in accreditation and credentialing programs.
- Make reassuring comments about the care that children will receive;

- Share information on the program and activities provided during the day;
- Happily answer their lists of questions;
- Return phone calls in a timely manner to tell if they have openings and when they are available;
- Have a professional voice mail message with details regarding the program; and
- Offer to put a parent's name on a waiting list when vacancies are not available.

HOW CAN YOU HELP LOCATE AND YOURSELF?

LOCATE: Child Care staff depend on complete and accurate information in order to serve the needs of the parents. Here is how you can help:

- Complete the annual database questionnaire.
- Let LOCATE know when there are changes in your program, such as hours and fees.
- Call the Provider Support Line monthly with your vacancy information.

MARKETING YOUR PROGRAM

LOCATE: Child Care is one way to promote your program, but by no means the only way. Here are some suggestions to market your program to potential customers.

- Talk about your business. Many parents find child care through word of mouth. The more you talk about what you do, the more you market your business.
- Join professional and community organizations. Your local provider association is a great place to network!
- Develop promotional materials and carry them everywhere. A well written brochure or website can be a good source of referrals.