# Master Enrollment Management in 2025 with Procare

**Procare**
SOLUTIONS

# What's Inside

# Introduction

Enrollment management is one of the most pressing challenges faced by child care providers today. According to the 2025 Procare Solutions Child Care Business Trends Report, **39.8% of child care organizations identify enrollment management as a significant obstacle.** This issue is further compounded by staffing shortages, financial instability and fluctuating attendance rates. To thrive in this demanding environment, child care providers must streamline enrollment processes, improve communication and maintain operational stability.
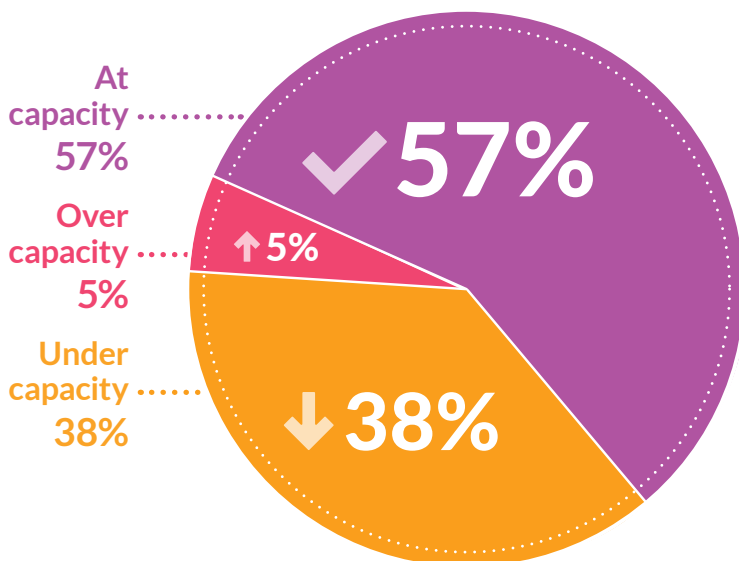
This guide will show you how to master enrollment management using Procare and position your child care center for success in 2025.

# Understanding the Enrollment Challenge

The child care sector is enduring multiple crises, from financial strains to staffing shortages that hinder smooth operations. Here are some additional key findings from the 2025 Procare Solutions Child Care Business Trends Report:

- Many child care centers face **staffing shortages**, which limit their ability to manage full enrollment.

- Program organizers report challenges such as **inconsistent attendance**, leading to the program operating at 38% under capacity. These attendance fluctuations are largely impacted by shifting family schedules and broader economic instability.

- **Limited access to public funding** is forcing many centers to serve fewer families, directly affecting enrollment numbers.

**Challenge #1** — **60.5%** of centers are struggling with hiring and retaining staff.

**Challenge #2** — **47.5%** of centers are experiencing burnout and concerns of staff well-being.

**Challenge #3** — **39.8%** of centers face challenges with maintaining consistent enrollment.

**Challenge #4** — **34.6%** of centers have limited access to public funding (grants, subsidies).

At capacity 57%
Over capacity 5%
Under capacity 38%

✔ 57%
↑ 5%
↓ 38%

## Capacity Levels at ECE Centers in 2025

These challenges underscore the complexity of overseeing enrollment efficiently while providing quality care. Accurate, streamlined enrollment management is no longer optional — it's critical.

# How Procare Simplifies Enrollment Management

Procare is designed to help child care centers automate and optimize their enrollment processes. Here's how Procare can help tackle enrollment challenges:

### 1. Digitized Enrollment Process

Gone are the days of juggling piles of paperwork. Procare provides an online registration and waitlist system so parents can sign up their children, upload documents and complete forms, entirely digitally. This saves hours of administrative work and reduces the risk of errors or misplaced information.

### 2. Real-Time Insights

With Procare's dashboard, child care providers can track enrollment trends, analyze occupancy rates and monitor capacity in real-time. This data allows you to do targeting outreach efforts to fill vacant spots.

### 3. Improved Parent Communication

Communication is a critical part of building trust and maintaining enrollment. Procare's family engagement communication features — which includes email and text alerts, mobile app updates and digital newsletters — ensure families stay informed about important deadlines, tuition payments and changes in scheduling. Clear communication can increase retention and reduce enrollment churn.

### 4. Simplified Billing and Payments

Tuition management can be a source of friction in maintaining full enrollment. Procare automates billing and payment collection, making it easier for families to stay on top of their dues while giving child care providers peace of mind with consistent cash flow.

### 5. Custom Reporting and Forecasting

Procare helps you generate reports to anticipate enrollment drops or expansions based on historical data, giving you an edge in long-term planning.

# Strategies for Success with Procare

**To make the most of Procare's capabilities, here's what else you can do to manage your enrollment:**

## 1. Optimize Initial Outreach

To attract new families, ensure your digital presence — especially your website — highlights your use of technology that parents want. Include links to the Procare online enrollment form/portal to make it easier for parents to take the first step.

## 2. Streamline Onboarding

Use Procare to create an easy onboarding process for new families. Send reminders for incomplete forms or payment deadlines through automated notifications. A simple, user-friendly experience can help you lock in enrollments faster.

## 3. Leverage Analytics to Fill Gaps

Review enrollment data regularly to spot patterns, such as times of the year when enrollments drop. Adjust your marketing efforts accordingly, targeting families during low-occupancy periods with special promotions or open house events.

## 4. Promote Family Engagement

Use Procare's communication features to keep families engaged with your program. Share updates about their child's progress, upcoming events and policies. This builds trust and strengthens relationships.

## 5. Monitor Staff Availability

Staffing shortages can limit your ability to enroll additional children. Use Procare's staff management tools to streamline scheduling, payroll and staff information to ensure adequate coverage and grow enrollment despite staffing shortages.

## 6. Create a Waitlist Action Plan

A waitlist is an inevitable part of enrollment management, but it doesn't have to be unmanageable. Track waitlisted families in Procare, prioritize them based on specific criteria such as sibling preference or age group, and regularly communicate their status.

## ✳ HOW PROCARE HELPS

**Building a Resilient Enrollment Strategy**
Enrollment challenges are unlikely to disappear overnight. However, by integrating Procare into your operations and being ahead of what's coming, you can mitigate the complexities and build a more resilient system.

# 2025
**Child Care Business Trends Report**



*2025 Child Care Business Trends Report*

**GET REPORT**

## Why Procare is a Must-Have for 2025

The child care industry is evolving and organizations must adapt to remain competitive. Procare is more than just software — it's a partner in your success. By automating repetitive tasks, keeping your staff and parents connected and giving you the data you need to make informed decisions, Procare equips you with the tools to tackle enrollment challenges head-on.

Investing in efficient enrollment management today will set your program up for sustainable success tomorrow. Take control of your center's future with Procare and ensure that 2025 is the year you master enrollment management.

**Contact us today** to get started!