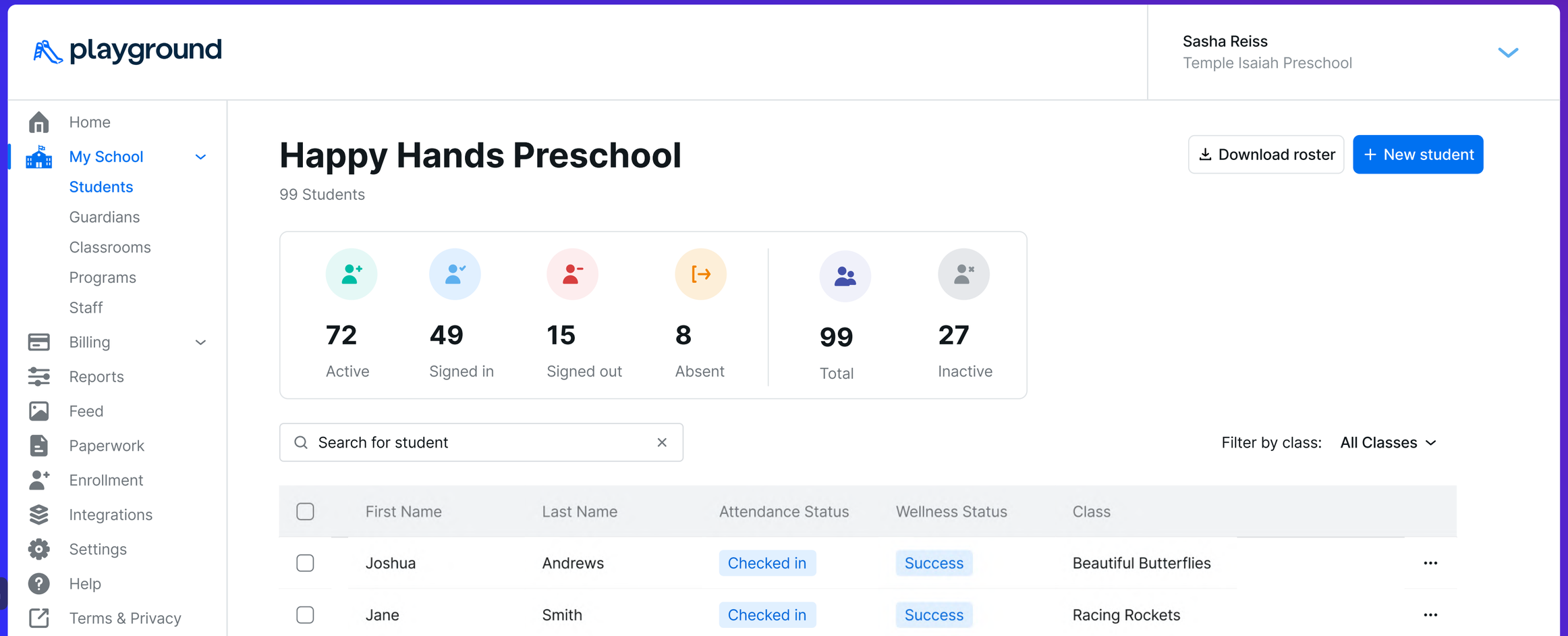
Indiana OECOSL RFP

Playground CCIMS Proposal



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Playground's story

A modern child care CRM built by early child care professionals for early child care professionals

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The only app childcare providers need

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One unified tool to help with:

- Website & online presence
- Enrollment & waitlist management
- Paperwork & forms
- Online billing
- Child activity tracking
- Family engagement
- Emergency notification
- Expense tracking & spend management
- Family CRM + data management
- Immunization tracking
- Learning development & assessment
- Child & staff scheduling
- Staff hour tracking
- Food program
- Subsidy management
- Custom reporting

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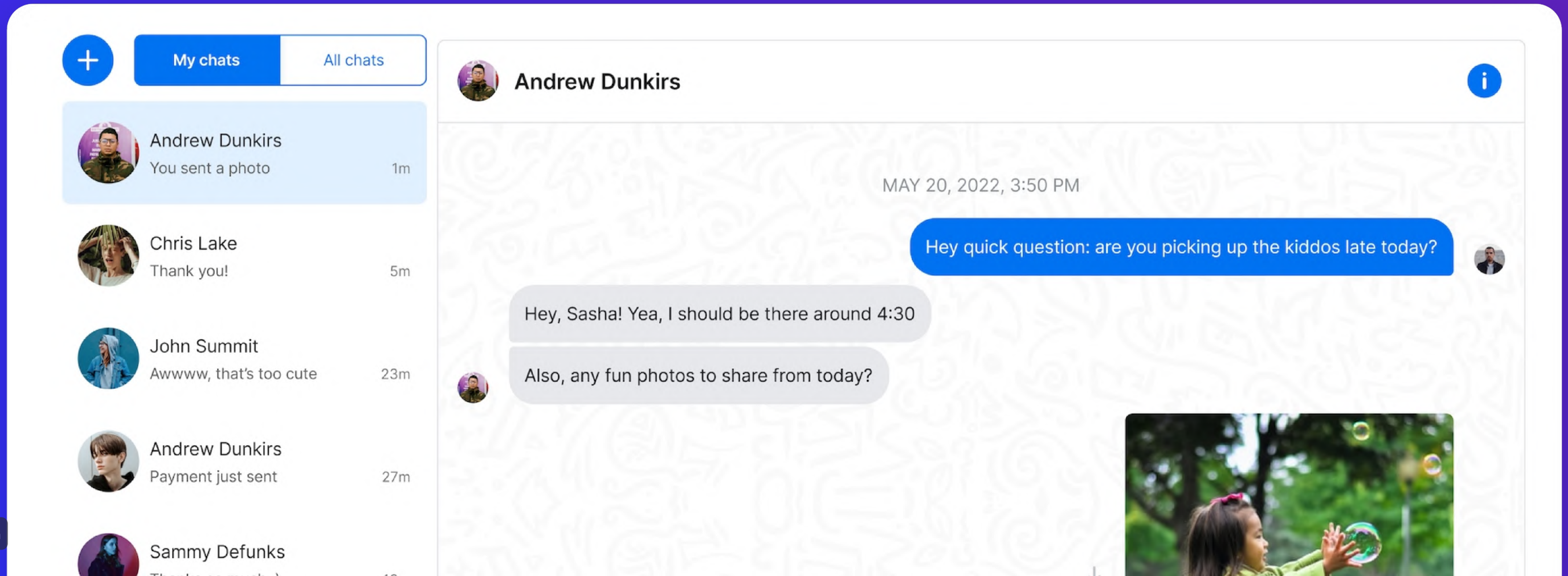
Playground Child Care Management Platform
Product Demo



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Unparalleled support & onboarding

31 seconds

Live chat response time

250+ guides & videos

Searchable help center

Full data import and transfer

White-glove onboarding & migration

Individual account manager

A human to call or email for help

Free live and pre-recorded trainings

For admins, teachers, & parents

In-app live support and walkthroughs

Convenient help always available

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IMPLEMENTATION

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Sample Provider Implementation Plan

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IMPLEMENTATION

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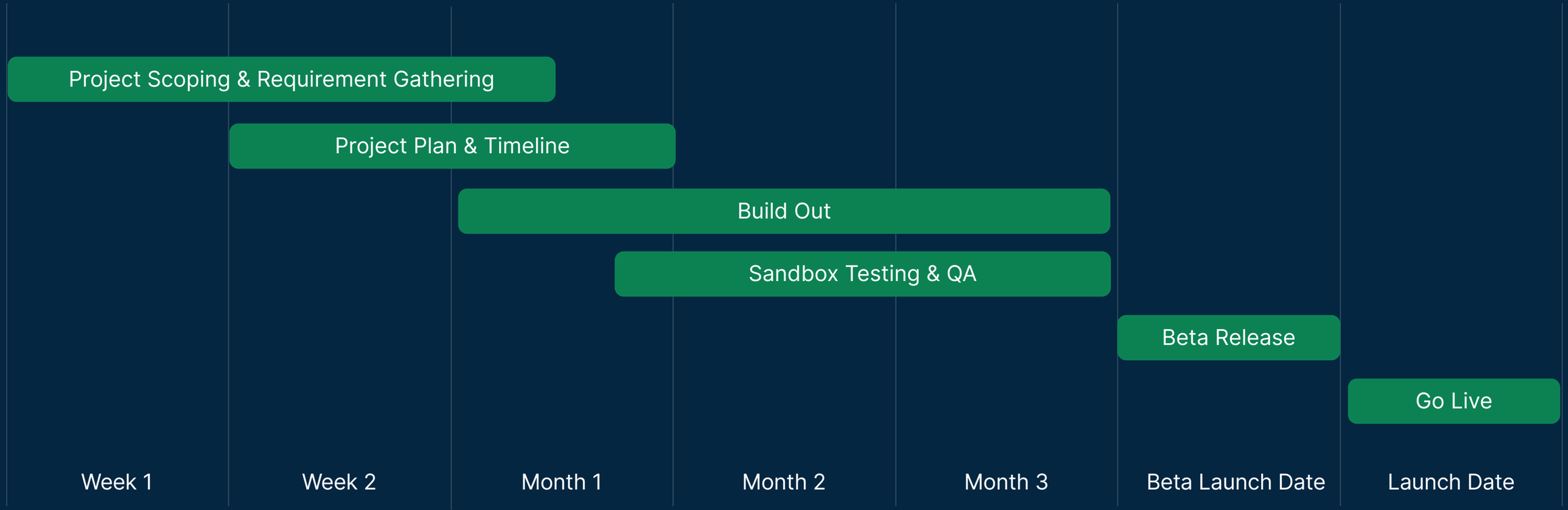
API Implementation

Stephanie Blitshtein
Project Manager

Josh Andrews
Solution Engineer



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STATEWIDE PARTNERSHIP CASE STUDY

Early Childhood Iowa

PROBLEM

1. Providers struggle to maintain full enrollment, collect tuition, & keep business afloat
2. Separate state systems for food program (CACFP) reimbursement & child care assistance (CCA) management

SOLUTION

1. Integration with State CCA to automate collection of attendance data & track subsidy claims + payments
2. Custom subsidy management portal to streamline CACFP claim processing for providers & sponsors
3. Providers use Playground to manage enrollment, professionalize invoicing, create web presences, engage with families, manage staff, record expenses etc.

RESULT

1. CCA integration saves providers an average of 15 hrs / month
2. Reduced payment delinquency
3. More spots filled per provider due to increased web presence, marketing tools, and higher quality of care
4. Providers consolidated up to 6 systems into one

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Thank you!

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Our mission is to make excellent childcare accessible to all

We believe that providers should focus on providing incredible child care — the kind of work that only people can do — and that software should manage the rest. We are the center management platform that eliminates the administrative work of running a center.

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