



**Office of Early
Childhood and Out-
of-School Learning**



SPARK
LEARNING LAB

Partner Promotional Toolkit

Child Care Management System Program (CCMS)

February - July 2024

Child Care Management System Program Branding Guidelines..... 3

Email / Newsletter Marketing..... 5

Social Media Marketing (General Awareness Social Media Posts).....11

Social Media Marketing (CCMS Application-Focused Social Media Posts).....15

Social Media Marketing (CCMS FAQs-Focused Social Media Posts)..... 19

Creative Assets for Email & Social Media..... 23

Child Care Management System Program Branding Guidelines

Adhering to the Office of Early Childhood and Out-of-School Learning (OECOSL) brand guidelines in conjunction with SPARK Learning Lab

Abbreviations, Spelling & Formatting

When using an abbreviation of a formal name, use the whole formal name first, followed by all future references as the abbreviated version.

- The Office of Early Childhood and Out-of-School Learning (OECOSL)
- Family and Social Services Administration (FSSA)
- Child Care Management System (CCMS), **not** Child Care Management Systems
- SPARK Learning Lab, **not** Spark Learning Lab **or** Spark Learning Labs
- SPARK Learning Lab Help Desk
- Alliance CORE powered by Early Learning Ventures
- brightwheel, **not** Brightwheel unless it is the first word of a sentence or standalone
- Playground
- When listing the CCMS vendors in written copy, list them alphabetically (Alliance CORE, brightwheel, and Playground)

Boilerplate Language

This is an optional inclusion of all Partner Promotional content. To include the following boilerplate language at the end of emails or newsletters and at the end of social media posts.

The Child Care Management System (CCMS) is a tool provided by the Office of Early Childhood and Out-of-School Learning (OECOSL). SPARK Learning Lab is the Official technical assistance provider for CCMS applications and business implementation. Contact the SPARK Help Desk at 1-800-299-1627, visit IndianaSpark.com, or reach out directly at BusinessSupport@indianaspark.com.

Tagging on Social Media

The following links & handles should be used whenever mentioning SPARK Learning Lab

- Facebook: Facebook.com/indianasparklearninglab
 - @SPARK Learning Lab
- Instagram: Instagram.com/indiana_spark
 - @indiana_spark
- LinkedIn: LinkedIn.com/company/spark-learning-lab
 - @SPARK Learning Lab
- X (Formerly Twitter): Twitter.com/indiana_spark
 - @indiana_spark

Email / Newsletter Marketing

Email / Newsletter 1:

- **SEND DATE:** TBD after Launch of Application
- **AUDIENCE:** All programs
- **OBJECTIVE:** To raise awareness around the CCMS Application and opportunity
- **SUBJECT:** Get ready for this FREE opportunity!
- **PREVIEW TEXT:** Apply for a CCMS to simplify your business operations
- **BODY:**

The Office of Early Childhood and Out-of-School Learning's (OECOSL) Family and Social Services Administration's (FSSA) has opened the application to receive up to two years FREE of a Child Care Management System (CCMS)!

What is CCMS? CCMS provides tools to help Early Care and Education (ECE) programs automate tasks so the focus can remain on kids. It simplifies enrollment, attendance tracking, billing, classroom management, staff records, and communication with families.

Start your CCMS application in 6 easy steps:

1. Sign in to I-LEAD and click "Launch the Grant Portal." Select "CCMS Application."
2. Verify site information and enter contact details for the site. (Contact your licensing consultant if needed.)
3. Select your preferred CCMS vendor.
4. Accept Terms & Conditions and submit.
5. Review and submit your application.
6. Receive a confirmation page and email from SPARK Learning Lab, the Official Support Team for CCMS.

When you're ready to apply, SPARK Learning Lab is here to help with your application questions! Contact their Help Desk at 1 (800) 299-1627, visit IndianaSpark.com, or email BusinessSupport@indianaspark.com. Explore FAQs and follow SPARK Learning Lab on Facebook and Instagram for updates! To learn more about CCMS, visit on.IN.gov/ccms.

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Email / Newsletter 2:

- **SEND DATE:** TBD
- **AUDIENCE:** All programs
- **OBJECTIVE:** To raise awareness around the SPARK Learning Lab TA support for CCMS
- **SUBJECT:** Get support with the CCMS opportunity!
- **PREVIEW TEXT:** SPARK Learning Lab is the Official Support Team for CCMS
- **BODY:**

SPARK Learning Lab is here to support YOU!

If you're considering applying for the Office of Early Childhood and Out-of-School Learning's (OECOSL) NEW Child Care Management System (CCMS), SPARK Learning Lab, the Official Support Team for CCMS, can help answer your questions and get you connected to resources, making your application process *easy*.

Here's how SPARK can help you:

- Get help via the SPARK Help Desk, chat, or email
- Get connected with a SPARK Learning Lab Coach to learn how to implement the system into your business operations
- Get access to beneficial resources to boost confidence in this decision-making process

Get in touch with SPARK!

- IndianaSpark.com
- SPARK Help Desk: 1 (800) 299-1627
- BusinessSupport@IndianaSpark.com

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Email / Newsletter 3:

- **SEND DATE:** TBD
- **AUDIENCE:** All programs
- **OBJECTIVE:** To educate programs with basic CCMS information and promote the FAQs
- **SUBJECT:** What is CCMS and how can it help you?
- **PREVIEW TEXT:** Child Care Management System (CCMS) make business operations simpler.
- **BODY:**

The Office of Early Childhood and Out-of-School Learning's (OECOSL) Family and Social Services Administration (FSSA) is bringing a new business tool to early care and education (ECE) programs! The OECOSL has identified three unique Child Care Management System (CCMS) vendors: Alliance CORE powered by Early Learning Ventures, brightwheel, and Playground. Each of these CCMS systems include different features for unique needs of any provider. This CCMS opportunity **is FREE for up to two years** for Indiana's ECE programs, with state pricing available for an additional two years!

CCMS tools will help programs streamline all of their essential business functions such as:

- Simplifying enrollment and managing waitlists
- Easily tracking and reporting daily attendance
- Streamlining invoices and payment collection
- Monitoring classroom ratios
- Keeping staff records organized, including certifications and payroll
- Facilitating consistent and effective communication with families

Programs that are Regulated Licensed, Registered, or Legally Licensed Exempt with the State and in good standing and actively serving children are eligible to apply. Additionally, Programs who are already subscribed to one of the three preferred CCMS can convert to state-paid for at least the next two years and lock in state pricing for two years following.


Don't miss this opportunity to apply for a CCMS for FREE for up to two years! Learn more about CCMS and explore FAQs at

[IN.gov/fssa/carefinder/child-care-management-system-program/child-care-management-system-program-faqs](https://www.in.gov/fssa/carefinder/child-care-management-system-program/child-care-management-system-program-faqs) or follow SPARK Learning Lab on Facebook and Instagram, the Official Support Team for CCMS. For support during the application process, call the SPARK Learning Lab Help Desk at 1 (800) 299-1627, visit IndianaSpark.com, or reach out to SPARK directly at BusinessSupport@indianaspark.com.

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Social Media Marketing (*General Awareness Social Media Posts*)

Post 1:


 Exciting news for Indiana's early care and education (ECE) programs! The Office of Early Childhood and Out-of-School Learning's (OECOSL) Family and Social Services Administration (FSSA) is introducing the BRAND NEW opportunity to receive a Child Care Management System (CCMS) for FREE for up to two years, a game-changer in childcare management!


Get your questions answered at on.IN.gov/ccms to learn more about what is included within a CCMS, how a CCMS can benefit your business, and who is considered eligible to apply!

Let's simplify and elevate together! #IndianaECE #CCMS #OECOSL #FSSA #Indiana #SPARKLearningLab

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Post 2:


Calling all Indiana childcare programs!  Our partner, SPARK Learning Lab, is here to support you every step of the way with the NEWLY LAUNCHED Child Care Management System (CCMS) opportunity, a new technology-based tool provided by the Office of Early Childhood and Out-of-School Learning's (OECOSL) Family and Social Services Administration (FSSA)!

From application to implementation, SPARK Learning Lab has got your back.  Give the SPARK Help Desk at call at 1 (800) 299-1627, visit IndianaSpark.com or reach out via email at BusinessSupport@indianaspark.com.

For all your CCMS FAQs, visit on.IN.gov/ccms. #IndianaECE #CCMS #OECOSL #FSSA #Indiana #SPARKLearningLab

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Post 3:

Say hello  to efficiency and innovation with the new Child Care Management System (CCMS), a technology-based tool provided for Indiana's early care and education (ECE) programs by the Office of Early Childhood and Out-of-School Learning (OECOSL).

Indiana's early care and education (ECE) programs, let's embrace this transformative tool and take our childcare programs to new heights! 🌟

For all your CCMS FAQs, visit on.in.gov/ccms. #IndianaECE #CCMS #OECOSL #FSSA #Indiana #SPARKLearningLab

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Post 4:

Are you ready to streamline your early care and education operations? Look no further than the NEW Child Care Management System (CCMS), a technology-based tool provided for Indiana's ECE programs by the Office of Early Childhood and Out-of-School Learning's (OECOSL) Family and Social Services Administration (FSSA)!

Find technical support for your CCMS application process with SPARK Learning Lab, the Official Support Team for CCMS! 🔍 Give the SPARK Help Desk a call at 1 (800) 299-1627!

Say goodbye to paperwork headaches and hello to smoother processes. Let's thrive together! 📁

For all your CCMS FAQs, visit

[IN.gov/fssa/carefinder/child-care-management-system-program/child-care-management-system-program-faqs](https://on.in.gov/fssa/carefinder/child-care-management-system-program/child-care-management-system-program-faqs). #IndianaECE #CCMS #OECOSL #FSSA #Indiana #SPARKLearningLab

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Post 5:

Elevate, streamline, and simplify your ECE program with the new Child Care Management System (CCMS) opportunity, brought to you by the Office of Early Childhood and Out-of-School Learning's (OECOSL) Family and Social Services Administration (FSSA).

From enrollment to billing, this all-in-one solution has you covered. Let's simplify and thrive together! 📄

For all your CCMS FAQs, visit

[IN.gov/fssa/carefinder/child-care-management-system-program/child-care-management-system-program-faqs](https://www.in.gov/fssa/carefinder/child-care-management-system-program/child-care-management-system-program-faqs). #IndianaECE #CCMS #OECOSL #FSSA #Indiana #SPARKLearningLab

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Social Media Marketing (*CCMS Application-Focused Social Media Posts*)

Post 1:

Exciting news for Indiana early care and education programs! 🌟

The OECOSL's Family and Social Services Administration (FSSA) is bringing three unique Child Care Management System (CCMS) vendors TO YOU: Alliance CORE powered by Early Learning Ventures, brightwheel, and Playground. These CCMS options are all FREE for up to two years!

Interested in streamlining your business operations? Apply now at on.IN.gov/ccms. #ECE #IndianaSpark

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Post 2:

Did you hear? 🗣️

Indiana ECE programs can now access three different Child Care Management System (CCMS) vendors for FREE, courtesy of the OECOSL's FSSA! Choose one of the three available CCMS options for your business including Alliance CORE powered by Early Learning Ventures, brightwheel, and Playground.

Get started with your CCMS application in 6 easy steps:

- 👉 Sign in to I-LEAD (ilead.in.gov) and click "Launch the Grant Portal." Select "CCMS Application."
- 👉 Verify site information and enter contact details for the site. (Contact your licensing consultant if needed.)
- 👉 Select your preferred CCMS vendor.
- 👉 Accept Terms & Conditions and submit.
- 👉 Review and submit your application.
- 👉 Receive a confirmation page and email from SPARK Learning Lab, the Official Support Team for CCMS.

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#ECE #Innovation

Post 3:

Are you an Indiana ECE provider looking to streamline your operations? 📁 Look no further than the OECOSL's FSSA opportunity to apply for FREE access to three Child Care Management System (CCMS) vendors: Alliance CORE powered by Early Learning Ventures, brightwheel, and Playground.

Get started with your CCMS application in 6 easy steps:

- 👉 Sign in to I-LEAD (ilead.in.gov) and click "Launch the Grant Portal." Select "CCMS Application."
- 👉 Verify site information and enter contact details for the site. (Contact your licensing consultant if needed.)
- 👉 Select your preferred CCMS vendor.
- 👉 Accept Terms & Conditions and submit.
- 👉 Review and submit your application.
- 👉 Receive a confirmation page and email from SPARK Learning Lab, the Official Support Team for CCMS.

Don't miss this opportunity! Apply now at on.IN.gov/ccms! #EarlyEd #CCMS

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Post 4:

Ready to take your childcare center to the next level? 🚀 APPLY NOW for a FREE Child Care Management System (CCMS) for up to 2 years, courtesy of the OECOSL's FSSA!

Learn more and apply for any one of these CCMS tools:

- 👉 Alliance CORE powered by Early Learning Ventures
- 👉 brightwheel
- 👉 Playground.

Apply now at on.IN.gov/ccms and revolutionize your operations! #EarlyEd #IndianaSpark

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Post 5:

#ICYMI... The OECOSL's FSSA is giving Indiana's ECE professionals the opportunity to apply for a FREE Child Care Management System (CCMS) for their business, for up to TWO YEARS! CCMS vendors include Alliance CORE powered by Early Learning Ventures, brightwheel, and Playground.

The application for the CCMS is NOW OPEN at on.IN.gov/ccms. Just follow these 7 simple steps to get started:

Get started with your CCMS application in 6 easy steps:

- 👉 Sign in to I-LEAD (ilead.in.gov) and click "Launch the Grant Portal." Select "CCMS Application."
- 👉 Verify site information and enter contact details for the site. (Contact your licensing consultant if needed.)
- 👉 Select your preferred CCMS vendor.
- 👉 Accept Terms & Conditions and submit.
- 👉 Review and submit your application.
- 👉 Receive a confirmation page and email from SPARK Learning Lab, the Official Support Team for CCMS.

Have questions about your application? Reach out to SPARK Learning Lab, the Official Support Team for CCMS, at 1 (800) 299-1627!

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Social Media Marketing (*CCMS FAQs-Focused Social Media Posts*)

Post 1:

We know there are plenty of other questions out there around the state-funded Child Care Management System (CCMS).

Take a look at these informative FAQs here:

[IN.gov/fssa/carefinder/child-care-management-system-program/child-care-management-system-program-faqs](https://www.in.gov/fssa/carefinder/child-care-management-system-program/child-care-management-system-program-faqs).

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Post 2:

What to know who can apply for the NEW opportunity for a FREE Child Care Management System (CCMS)?!



ANSWER: Early Care & Education Programs that are...

👉 Regulated Licensed, Registered, or Legally Licensed Exempt with the State

👉 In good standing and actively serving children

🌟 BONUS: Programs who are already subscribed to one of the three preferred CCMS can convert to state-paid for at least the next two years and lock in state pricing for two years following!

Dive into MORE pressing FAQs about CCMS at

[IIN.gov/fssa/carefinder/child-care-management-system-program/child-care-management-system-program-faqs](https://www.in.gov/fssa/carefinder/child-care-management-system-program/child-care-management-system-program-faqs) or reach out to the SPARK Learning Lab Help Desk, the Official Support Team for CCMS, at 1 (800) 299-1627.







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#ECE #Innovation

Post 3:

Get to know the benefits of using the FREE Child Care Management System (CCMS) in YOUR business!

With your CCMS, you can...

-  Simplify enrollment and manage waitlists seamlessly
-  Easily track and report daily attendance
-  Streamline invoicing and payment collection
-  Monitor classroom ratios efficiently
-  Keep staff records organized, including certifications and payroll
-  Facilitate consistent and effective communication with families

For more questions about the CCMS opportunity, visit

[IN.gov/fssa/carefinder/child-care-management-system-program/child-care-management-system-program-faqs](https://in.gov/fssa/carefinder/child-care-management-system-program/child-care-management-system-program-faqs).

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Post 4:

Here's what you need to know about the three vendors to choose from when applying for your FREE Child Care Management System (CCMS):

OECOSL's FSSA has identified three unique CCMS vendors to choose from:

- 1 Alliance CORE powered by Early Learning Ventures: EarlyLearningVentures.org
- 2 brightwheel: mybrightwheel.com
- 3 Playground: TryPlayground.com

(Note: Once you apply and commit to your desired CCMS, you cannot switch to a different CCMS. Take advantage of all testing and demo options prior to making your final selection. Testing opportunities can be found at

[IN.gov/fssa/carefinder/child-care-management-system-program/child-care-management-system-program-faqs](https://in.gov/fssa/carefinder/child-care-management-system-program/child-care-management-system-program-faqs).)

Explore MORE pressing FAQs about CCMS at on.IN.gov/ccms or give the SPARK Help Desk a call, the Official Support Team for CCMS, at 1 (800) 299-1627!

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Post 5:

Got questions about the NEW Child Care Management System (CCMS) opportunity from the OECOSL's FSSA? Find all the answers in the FAQs at [IN.gov/fssa/carefinder/child-care-management-system-program/child-care-management-system-program-faqs](https://www.in.gov/fssa/carefinder/child-care-management-system-program/child-care-management-system-program-faqs). #CCMS #FAQs

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Creative Assets for Email & Social Media

Creative Asset 1: Email Marketing & Newsletter Graphics

Use these available graphics when assembling a promotional email or newsletter specific to CCMS using the available email marketing and newsletter templates above.

[Download Assets Here](#)

Creative Asset 2: Social Media Graphics

Use these available graphics for social media posts specific to CCMS using the available social media marketing post suggestions above.:

[Download Assets Here](#)