

# Professionalism

4-C's Mission is to promote children's well-being by advocating for quality, affordable child care. We support parents and those providing child care by offering information, education, resources and services.

*Serving Carroll,  
DeKalb, Lee,  
McHenry, Ogle  
and Whiteside  
Counties.*

### 4-C: COMMUNITY COORDINATED CHILD CARE

DeKalb  
155 North Third Street,  
Suite 300  
DeKalb, IL 60115  
Phone: 815.758.8149  
Fax: 815.758.5652

McHenry  
667 Ridgeview Drive  
McHenry, IL 60050  
Phone: 815-344-5510  
Fax: 815-344-5520

website:  
[www.four-c.org](http://www.four-c.org)



- Have good communication skills, both written and verbal. Be sure to have an appropriate greeting when you answer the phone and on your voice mail message.
- Return phone calls from prospective parents in a timely manner.
- Maintain a list of prospective parents that contact you in case you have to refer to it later.
- Have a positive attitude and smile often.
- Share the positives as well as any concerns you have with parents.
- Show respect for all children and families.
- Keep all information confidential. Do not talk about any of the families or children in your care to others.
- Keep appointments with prospective parents. Canceling appointments could be an inconvenience for them and they might not be able to reschedule.
- Be organized and prepared. Let parents know what your plans and goals are.
- Prepare an orientation packet for new families.
- Dress appropriately. How you present yourself will have a positive impact, especially when you are talking to prospective parents.
- Keep the home clean and well maintained, including the toys. It should be eye appealing to both parents and children.
- Display the children's work at their eye level. It shows you care about what they do.
- Commit to providing a safe and nurturing environment for the children.
- Show responsibility by developing contracts and policies for parents so everyone is clear on the expectations of your family child care business.
- Be sincere and patient when working with the children and families that may be adjusting to child care.
- Have fun with the children and interact with them often.