

THE 5 CHILDCARE KPIs

EVERY CENTER SHOULD TRACK MONTHLY

The 5 numbers most childcare owners aren't watching

1	FTE-to-Capacity Ratio	Full-time-equivalent enrollment as a percentage of licensed capacity. Formula: Total FTE ÷ Licensed Capacity	HEALTHY 90%+	WARNING 80–90%	CRITICAL Below 80%
2	Slot-Day Utilization	Percentage of available classroom slot-days actually filled in a week. Formula: Slot-days sold ÷ Slot-days available	HEALTHY 90%+	WARNING 80–90%	CRITICAL Below 80%
3	Infant-to-Toddler Conversion Rate	Percentage of infants still enrolled in your toddler room 60 days later. Formula: Toddler room enrollment ÷ Infant graduates	HEALTHY 80%+	WARNING 60–80%	CRITICAL Below 60%
4	Labor as % of Revenue	Fully-loaded labor cost (with burden) as a percentage of total revenue. Formula: Fully-loaded payroll ÷ Total revenue	HEALTHY Under 65%	WARNING 65–70%	CRITICAL Above 70%
5	Revenue Reconciliation Variance	Gap between revenue billed and revenue actually deposited. Formula: (Billed – Deposits) ÷ Billed	HEALTHY Under 3%	WARNING 3–5%	CRITICAL Above 5%

MONTHLY KPI SCORECARD

Track your five KPIs month-over-month. Color-code each cell green, yellow, or red as you go.

MONTH	FTE Ratio	Slot-Day Util.	Infant→Toddler	Labor %	Recon Variance
JANUARY					
FEBRUARY					
MARCH					
APRIL					
MAY					
JUNE					
JULY					
AUGUST					
SEPTEMBER					
OCTOBER					
NOVEMBER					
DECEMBER					

NEED HELP BUILDING THIS SYSTEM FOR YOUR CENTER?

Our advisory clients use us to build the monthly KPI tracking system in their accounting software, calibrate benchmarks to their specific market, and diagnose which number is the most urgent intervention point. We work exclusively with childcare centers since 2013.

SCHEDULE A CONSULTATION: onboarding@honestbuck.com | 844-435-2828

Read the full analysis at go.honestbuck.com/5-childcare-kpis