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[Keith Hamm](#)

Childcare providers get business training with new grant award

A new program under development at UC Santa Barbara Professional and Continuing Education (PaCE) aims to help childcare providers successfully navigate an industry marked by tight margins, red tape and a scarcity of qualified staff. Announced in January, the effort is backed by a United Way of Santa Barbara County grant, a century-old nonprofit focused on school readiness, financial empowerment and crisis recovery.

The funding will help [PaCE](#) create and deliver a new 15-hour training program, “Building Sustainable Childcare Businesses: Essential Skills for Providers.”

“PaCE is proud to have been chosen as a partner for this initiative funded by the United Way of Santa Barbara County,” said Denis Couturier, Dean of Professional and Continuing Education. “This initiative aligns with our commitment to empowering childcare providers by equipping them with the skills and tools necessary to run their businesses effectively, enabling them to deliver the highest quality of care.”

The program will address critical challenges across the greater Santa Barbara community by tackling these gaps, Couturier added. “The training will not only benefit childcare providers but also highlight the essential role that childcare plays in supporting the current workforce and strengthening the local economy.”

Topics will include small business planning, finance and accounting, marketing and client relations, and legal and workplace compliance, among other focuses. PaCE is planning to offer the program in person and online. Couturier anticipates that the program will be open for enrollment this spring.

Formerly UCSB Extension, PaCE has been involved in community education for more than 75 years. Its team of 20 staff and more than 100 subject-matter-expert instructors serves a diverse audience of adult learners through in-person and online formats. PaCE also designs and delivers custom training programs for companies, government agencies and nonprofit organizations.

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About UC Santa Barbara

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