

Retention Rate Metrics

Adapted from “The Ultimate Child Care Marketing Guide” by Kris Murray

1. Gather a list of every child enrolled with you today. This is List 1
2. Gather a list of every child enrolled with you one year ago today. Exclude names of children who simply graduated out of the program. This is List 2.
3. Compare List 1 and List 2 and record the number of children who are present on List 2 and not present on List 1: _____
4. Divide the number recorded in #3 by the total number of children on List 2: _____
5. Convert your result from #4 to a percentage by moving the decimal point two places to the right. For example, if your number is .12, then your customer turnover rate is 12 %.

6. Compare List 1 and List 2 and record the number of children who are present on both lists (exclude children who simply graduated from the program). _____
7. Divide the number from 6 by the total number of children on List 2. _____
8. Convert your result from #7 to a percentage by moving the decimal point two places to the right. For example, if your number is .85, your retention rate is 85%. _____