



LOCAL WORKING MOM INVESTS IN EARLY EDUCATION

By Hilary Cadigan • January 2011

In these tough economic times, many parents are being forced to work longer hours in order to keep their jobs and provide for their children. So, when it comes to their children's day-to-day activities, parents want more than just daycare. And for good reason: a recent long-term study by the National Institute of Child Health and Development proves that children who receive high-quality early education perform significantly better academically, cognitively, and behaviorally as teenagers.

When family childcare fell through at the last minute, new mom Laura Pinover-Sadler, then living in Virginia, went on a frantic search for a place she felt comfortable leaving her six-week-old daughter, Lauren. It wasn't until she found The Goddard School®, the largest and best rated preschool franchise in the country, that she felt satisfied.

"What we do at the Goddard School isn't just childcare," said Jeff Travitz, Goddard's Director of Franchise Development. "Our students, ranging from six weeks old through kindergarten, learn sign language, computer skills, yoga, and foreign languages like Spanish and Mandarin Chinese. Our education philosophy is that children should engage in playful learning."

Pinover-Sadler was so impressed by the quality of care and education her daughter received at The Goddard School that, in 2004, she decided to move to St. John's County and open up her own Goddard School, right in the middle of Julington Creek Plantation. As a result, Pinover-Sadler was able to bring her daughter to work for the very first time, and little Lauren became a member of Florida's very first graduating class of Goddard students.

"I know what it's like to be a parent with a full-time job," said Pinover-Sadler. "The Goddard School is the only place I felt comfortable leaving my own daughter, and now I strive to maintain that level of comfort for the parents of St. Johns County. What we have here is a real family, a home away from home."

At Pinover-Sadler's school, there is an exceptionally low rate of staff turnover and a wonderful open-door policy between parents, teachers, and students. Per national Goddard protocol, parents are welcome to come in and see their children at school any time and receive detailed Daily Activity Reports at the end of each day, allowing them to be highly involved in their children's lives, regardless of their own schedules.

"The Goddard School offers the best of both worlds: a small, close-knit environment backed by proven methods and strict corporate standards," said Pinover-Sadler. "And I can say from experience that the results are truly worth the investment."