

Dr. Wm “David” Hawkins

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A 30+ year career as owner-operator, coach, and researcher in the childcare profession, benefiting owner-operators, employees, parents, children, and the profession through stabilizing internal operations and strengthening quality of care at the micro-level. A lifework dedicated to identifying and assessing key dynamic forces driving the childcare market through primary and secondary research efforts at macro-levels to devise operational actions for owner-operators of childcare businesses for financial investment, market participation, and internal operations.

What is unique about this life-long career is the leveraging of theoretical and practical business knowledge and experience to the childcare profession, a profession customarily saturated by professionals academically trained in education, human development, social work, government administration, and political science. These years are characterized by one single purpose: improve social constructs benefiting members across all economic, social, and educational strata.

Career Spotlight: Childcare

The Childcare BOSS, Inc. Owner/General Manager		2025 - Current
Business Coach <ul style="list-style-type: none">• Legal Structure• Financial support• Business Operations	Training: <ul style="list-style-type: none">• Leadership Development• SCORE: Expert panel member• Self-care: Conference trainer	
Child Care Group, Inc. Childcare Business Operations Coach		2023 - 2025
Initiatives: <ul style="list-style-type: none">• Provided monthly trend reports• Set assessment goals and monitored learning• Published monthly newsletter• Collected and tracked data on projects• Provided group coaching sessions• Assisted O/O in writing business plans• Provided individualized support• Provided individual coaching sessions<ul style="list-style-type: none">○ Management○ Finance○ Marketing○ General Business• Connected businesses to other resource organizations• Aided businesses in operational activities	Activities & Outcomes: <ul style="list-style-type: none">• Written reports documenting 20+ year supply, capacity, churn of Dallas County licensed facilities• Training Sessions: (23Q4 – 25Q3)<ul style="list-style-type: none">○ Number of Sessions: 85○ Registrations: 3936○ Attendance: 1912○ Certificates: 1638• Surveys & Focus Groups<ul style="list-style-type: none">○ LCCC/LCCH/RCCH○ Key Findings<ul style="list-style-type: none">› Enrollment below capacity› Staff attrition continues› Overburdened with requirements	

Bottom Line Marketing, Tabar, Inc. Business consultant and coach to childcare owner-operators Licensed Director for clients' operations	2001-2020
Selected Roles & Responsibilities: <ul style="list-style-type: none"> • Licensed Director <ul style="list-style-type: none"> ○ Substitute director in absence of licensed director under investigation by CCR ○ Substitute director during absence of director on FMLA • Business Coach <ul style="list-style-type: none"> ○ Analyst: Structure, Operations, & Management ○ Coaching: <ul style="list-style-type: none"> ▸ Staffing – recruiting and retention ▸ Enrollment – optimize revenue (parent vs. classroom) ▸ Marketing – identify target markets, designed tools, developed content ▸ Financials – rate setting, budgeting, collections, capital budgeting & asset acquisitions ▸ Operations – scheduling, curriculum implementation, contracted vendors, and nutrition • Operational Advisor for new operations <ul style="list-style-type: none"> ○ Marketing analysis for viability of success ○ Coordinated process for all licenses and permits (State, County, & City) 	

Whistle Stop Day School, Tabar, Inc. Owner-operator/Operations Manager	1993-2000
Selected Roles & Responsibilities: <ul style="list-style-type: none"> • Management <ul style="list-style-type: none"> ○ Staff recruiting & development ○ Scheduling daily/annual activities ○ Capital improvements ○ Repair & Maintenance ○ Culture and environment management ○ Child development assessment ○ Health & nutrition planning ○ Enroll management • Marketing <ul style="list-style-type: none"> ○ Analytics ○ Planning ○ Implementation ○ Assessment • Presentations: CCPA State conference <ul style="list-style-type: none"> ○ Childcare Marketing 	<ul style="list-style-type: none"> • Financing <ul style="list-style-type: none"> ○ Capital acquisition and improvements ○ Rate setting & Cash Flow analysis • Advisor <ul style="list-style-type: none"> ○ DISD ○ TX DFPS • Contract management <ul style="list-style-type: none"> ○ USDA – CACFP ○ DISD: <ul style="list-style-type: none"> ▸ Stockard MS ▸ Hillcrest HS ▸ Molina HS ○ Child Care Group – CCMS ○ City of Dallas – CCAP ○ Private Employers

Career Spotlight: University Professor

Westcliff University Professor: Marketing & Management Dissertation: Chair & Committee Member		2025 - Current
Faculty: <ul style="list-style-type: none"> • DBA/MBA/BBA <ul style="list-style-type: none"> ○ Marketing ○ Management ○ Data Analytics ○ Research Methods 	Dissertation: Chair/Committee <ul style="list-style-type: none"> • Chair <ul style="list-style-type: none"> ○ Qualitative Research ○ Quantitative Research • Committee member • Expert: Research Methodologies 	
Quincy University/Oakley School of Business Associate Professor of Marketing		AY 22-23
Faculty: <ul style="list-style-type: none"> • Graduate Faculty: Marketing • Undergraduate: Marketing • Professional students: Marketing & Management 	Committees: <ul style="list-style-type: none"> • Advisory • Assessment • Academic Standards • QU Provost/VP Academic Interview 	
Northwestern Oklahoma State University Chair: Division of Business Associate Professor		2013 - 2022
Division of Business <ul style="list-style-type: none"> • Chair/Dean (de facto) <ul style="list-style-type: none"> ○ RUSO Curriculum Member: Finance ○ Small Business Incubator Coordinator • Faculty: Associate Professor <ul style="list-style-type: none"> • Marketing • Management • Finance • General Business/Entrepreneurship 	<ul style="list-style-type: none"> • Sponsor: Business Competitions <ul style="list-style-type: none"> ○ Entrepreneur's Cup (Finalists) ○ Ethics Competition (2nd Place) ○ Scholarship winner • NWOSU Committees: <ul style="list-style-type: none"> • Strategic Planning • Vendor Selection • General Education/Curriculum • Oklahoma Economic Development • HLC Accreditation Review 	
University of Phoenix – Dallas Campus Adjunct Instructor: COB/General Studies Chair: Marketing		2001 - 2013
College of Business <ul style="list-style-type: none"> • Chair – Marketing Discipline • Faculty: Adjunct Instructor <ul style="list-style-type: none"> ○ Marketing ○ Management ○ World Religions 	Ad hoc Committees & Assignments <ul style="list-style-type: none"> • Faculty Interview/Onboarding/Mentor • Quality Assessor • Assignment & Curriculum Assessor • Strategic Planning 	

Personal & Professional Achievements

Previous Community Associations

- Child Care Providers Association of Texas – (President 1998)
- NW Oklahoma CASA Board Member (2018-2019)
- Texas Licensed Child-care Association Board Member (1999-2000)
- Las Colinas Symphony Board of Directors (2000 – 2017, President- 6 yrs)
- Kiwanis Club, Alva, OK
- Chamber of Commerce, Irving, TX
- Dallas Independent School District: Advisor for Infant Care Program

Academic & Professional Activities

- Author: *Entrepreneurship* (2020): Rice University
CH12 – Building Networks and Foundations
- MBAA Conference Presentation: Role of Government Regulations
- Public-Private Partnerships, NWOSU
- Faculty Mentor: University of Phoenix, NWOSU, Quincy University
- Regional Oklahoma University Curriculum Committee
- Finance manager, Airport Freeway Church of Christ

Education

North Central University	<ul style="list-style-type: none"> • PhD: Business Administration <ul style="list-style-type: none"> ▪ Concentration: Marketing ▪ Concentration: Management • Research Dissertation: Success Factors Associated with Female Entrepreneurs in Texas Childcare Market
Dallas Baptist University	<ul style="list-style-type: none"> • MBA (Marketing/International Business)
Abilene Christian University	<ul style="list-style-type: none"> • MA: Religious Textual studies • BA: Biblical Studies (Minor: Greek, Psychology)

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