

ECE Provider Survey Findings | IN BRIEF

April 2013

Programs that Participated in the Parent Aware Pilot

Family child care providers and center-based directors of programs that had full ratings in the Parent Aware pilot, but were not rated or had not signed a participation agreement to join Parent Aware statewide by January 2013 were asked to complete a survey about their perceptions of Parent Aware and their plans related to enrollment¹, 15 licensed family child care providers and 17 directors of center-based programs completed the survey. The response rate for the survey was 42% (n=32 out of 77 programs). The survey was fielded from 1/15/13 through 2/25/13.

Key Findings

- 57% of respondents reported having an overall positive impression Parent Aware
- However, less than half (47%) of those surveyed intend to join Parent Aware in the future
- The reason cited most by respondents for rejoining Parent Aware was to *access quality improvement supports* (50%). They are also interested in being part of a cutting-edge initiative.
- The reason providers cited most for NOT rejoining Parent Aware was that *the application/rating process is difficult* (48%)

What would most affect your decision to rejoin Parent Aware?	% of Respondents
To access to quality improvement supports (coaching, money) (n=14)	50%
To be part of a cutting-edge early childhood initiative/program (n=11)	39%
It is important for my professional development/professionalism (n=9)	32%
To attract families to my program (n=8)	29%
To access scholarship money (n=8)	29%
If someone else in my organization requires my program to participate (n=3)	11%

Decision-Making about Parent Aware Enrollment

- 68% disagreed that they were waiting to hear other providers' experiences before rejoining, and 52% disagreed that they did not want to join Parent Aware at this time because of the increased training requirements.
- 36% disagreed and 32% agreed that they did not want to join Parent Aware now because they believe the indicators will change again. 48% disagreed and 40% agreed that they would be more likely to join if more families told them that a Parent Aware rating was important to them.
- 67% of respondents thought that if they joined Parent Aware, they would receive the rating they wanted.

¹ Because of high enrollment in Parent Aware, Head Start and School Based Pre-K programs were not asked to complete this survey but did complete a survey about their current experiences in Parent Aware.

Funding for the Parent Aware Evaluation is provided by Parent Aware for School Readiness and Greater Twin Cities United Way.



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Head Start & School Based Pre-K Programs with Parent Aware Ratings

Head Start and Public School Based Pre-K programs are eligible to participate in Parent Aware through the Accelerated Pathways to Rating (APR). To date, Head Start and School Based Pre-K programs comprise 66% of programs in Parent Aware.¹ Most of these programs receive initial communication and Parent Aware enrollment information through the Minnesota Department of Education. Recruitment targets have been met with Head Start programs, but not yet with School Based Pre-K programs. Understanding more about these programs' motivations and concerns will help program implementers better recruit and maintain programs' participation. A survey was fielded between 1/18/13 and 3/01/13 with 17 Head Start grantee directors and 27 School Based Pre-K directors in school districts that are *currently enrolled* in Parent Aware (70% response rate).

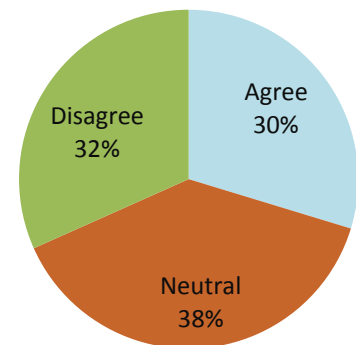
Key Findings

- 84% of respondents reported an overall positive impression of Parent Aware.
- 75% of respondents reported positive experiences with Parent Aware thus far, and 77% would recommend Parent Aware to other programs.
- The most frequently cited #1 reason for joining Parent Aware was *"To access scholarship money."* However, the reason with the highest rating average was, *"It is important for my program's professionalism."*
- 30% of respondents report having made changes to their program as a result of joining Parent Aware.

Respondents' #1 ranked reason for joining Parent Aware:

- To access scholarship money-36%
- To be part of a cutting-edge early childhood initiative/program-23%
- It is important for my program's professionalism-21%
- To better attract families to my program-18%

"Parent Aware has been beneficial to the families we serve"



Experiences with Parent Aware

- The majority of respondents agreed with positive statements about their experience in Parent Aware: 89% of respondents stated that they plan to reapply for a Parent Aware rating when their current rating expires and 86% of respondents reported that they tell families in their program about Parent Aware.
- Fewer respondents agreed with statements about the effects of Parent Aware on families: Nearly one-third of respondents disagreed with the statement *"Parent Aware has been beneficial to the families we serve"* and 32% disagreed that families are more likely to choose their program because they joined Parent Aware.

¹ Department of Human Services, Parent Aware Quarterly Report, March 2013

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Parent Aware Programs with Full Ratings

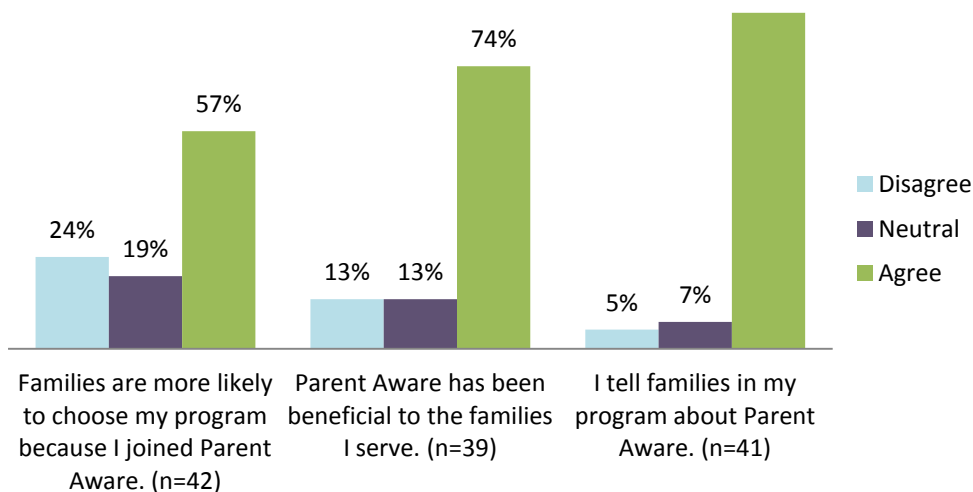
Providers who received a full rating on 12/31/2012 were surveyed about their perceptions of Parent Aware and about the rating process. The survey was administered in October 2012 and again in January/February 2013. Most providers completed the survey anonymously online; however, five family child care providers completed the survey over the telephone through an interpreter. In total, 31 family child care providers and 12 center-based directors completed the survey (n=43). The response rate was 70%.

Key Findings

- 85% of fully-rated providers surveyed reported having an overall positive impression of Parent Aware
- 81% of providers surveyed rated their experience with Parent Aware thus far as positive.
- Providers reported positive experiences with their Quality Coach (85% reported their coach helped them learn about the Parent Aware requirements), but only 49% rated their experience using the Professional Development Registry as positive.
- The most frequent complaint from participants about Parent Aware was that they do not have enough time to meet all of the standards required for their rating (44% reported not having enough time).
- When asked what changes they would like to see implemented to Parent Aware, the most frequent open-ended comment was about training. Participants reported limited access to available trainings and iterated that the time required to complete trainings was not adequate. For example, one provider stated that she needed, *“More available trainings, more time, and more help from the Registry”*

Providers’ #1 ranked reason for joining Parent Aware:

- To be a part of a cutting-edge early childhood initiative/program – 32%
- Access to quality improvement supports (coaching, money) – 29%
- It is important for my professional development/professionalism – 17%
- To better attract families to my program – 10%



Providers tell their families about Parent Aware, but are less likely to believe that their Parent Aware rating is affecting families’ decision to enroll in their program

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Awareness & Interest Survey of Providers Not Enrolled in Parent Aware

Licensed family child care programs and center-based child care programs residing in counties where Parent Aware is available completed an opinion survey about their level of interest and awareness of Parent Aware. Programs that had participated in Parent Aware during the pilot or are currently participating were not eligible to complete the survey. The response rate for the survey was 18% (n=150 providers). One hundred fifteen eligible providers (95 family child care providers and 20 directors of center-based programs) completed the survey. The survey was fielded between 1/22/13 and 4/8/13.

Key Findings

- Most respondents (92%) have heard of Parent Aware.
- However, 44% of those surveyed reported knowing only “a little” about Parent Aware.
- Providers learned about Parent Aware through Child Care Aware (37%), a training (22%) or another provider (17%)
- When asked if they would consider joining Parent Aware, 33% said “No”, 22% said “Yes”, and 45% said they “Don’t Know” if they would join Parent Aware.

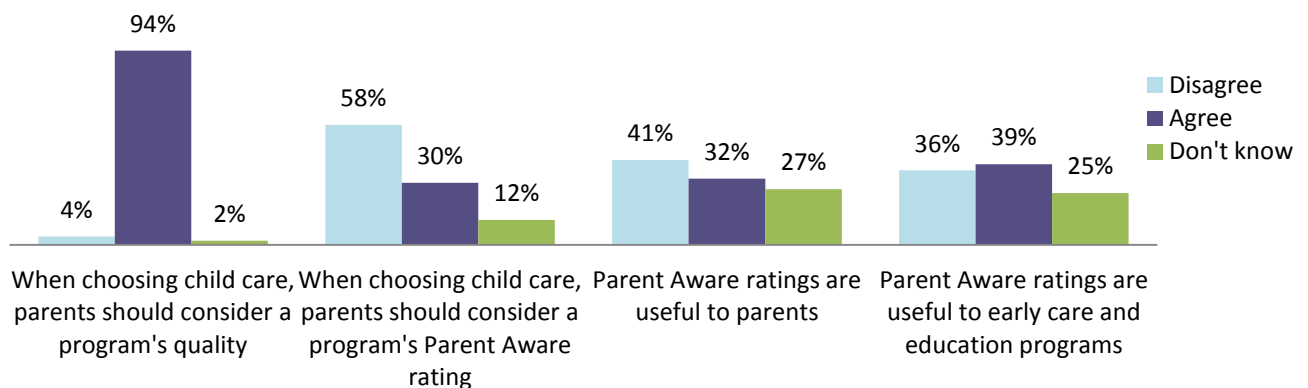
Top reasons affecting providers’ decision to join Parent Aware:

- To attract families to my program-34%
- To access scholarship money-31%
- To access quality improvement supports-30%
- It is important for my professional development-30%

Top reasons affecting providers’ decision NOT to join Parent Aware:

- I don’t need it to attract families to my program-59%
- I don’t trust a rating will accurately reflect my quality-39%
- It is not worth the investment of my time-38%

Survey respondents were asked the extent to which they agreed or disagreed with statements about how a Parent Aware rating may affect parents’ decision making when choosing child care for their child. Providers believe that quality is important when parents select child care; however, providers disagree that Parent Aware ratings reflect quality and should be used in child care decision-making.



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