

## ECE Provider Survey Findings | IN BRIEF

March 2016

### Accelerated Pathway to Rating (APR) Program

Head Start, school-based pre-kindergarten programs, early childhood special education programs and accredited child care programs are eligible to participate in Parent Aware through the Accelerated Pathway to Rating (APR). At the end of 2015, Head Start, school-based pre-kindergarten, early childhood special education programs, and accredited programs comprised 59% of programs in Parent Aware.<sup>1</sup> Recruitment targets have been met with all types of APR programs<sup>2</sup>. Understanding more about why APR programs participate and their experiences in Parent Aware is helpful for assessing the potential for these program to remain in Parent Aware and addressing any challenges to their ongoing participation. The survey was fielded between 5/04/2015 and 7/10/2015 with 22 Head Start grantee directors and 123 school-based Pre-K directors, 94 accredited child care directors, 5 Early Childhood Special Education (ECSE) coordinators, 4 accredited family child care providers, and 3 self-reported unknown APR program that are *currently enrolled* in Parent Aware (39% response rate).

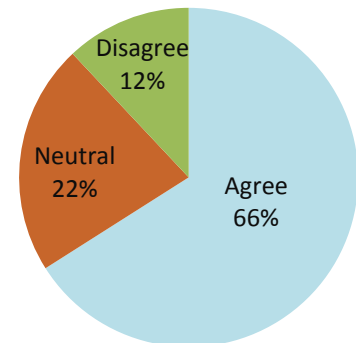
#### Key Findings

- 93% of respondents have an overall positive impression of Parent Aware.
- 78% would recommend Parent Aware to other programs and 70% reported their experience in Parent Aware has been what they expected.
- The most frequently cited #1 reason for joining Parent Aware was to *access Early Learning Scholarships*.
- 51% 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 Early Learning Scholarships – 51%
- To be part of a cutting-edge early childhood initiative/program – 15%
- To better attract families to my program – 13%

#### "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: 94% of respondents stated that they plan to reapply for a Parent Aware rating when their current rating expires and 85% of respondents reported that they tell families in their program about Parent Aware.
- 51% agreed that families are more likely to choose their program because they joined Parent Aware, a notable increase compared to the 2014 survey in which 41% of respondents agreed with this statement.

<sup>1</sup> Tout, K., Cleveland, J., Li, W., Starr, R., Soli, M. & Bultinck, E. (2016). The Parent Aware Evaluation: Initial Validation Report. Minneapolis, MN; Child Trends.

<sup>2</sup> Develop: Minnesota's Quality Improvement and Registry Tool, DHS

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### Parent Aware Providers with Full Ratings

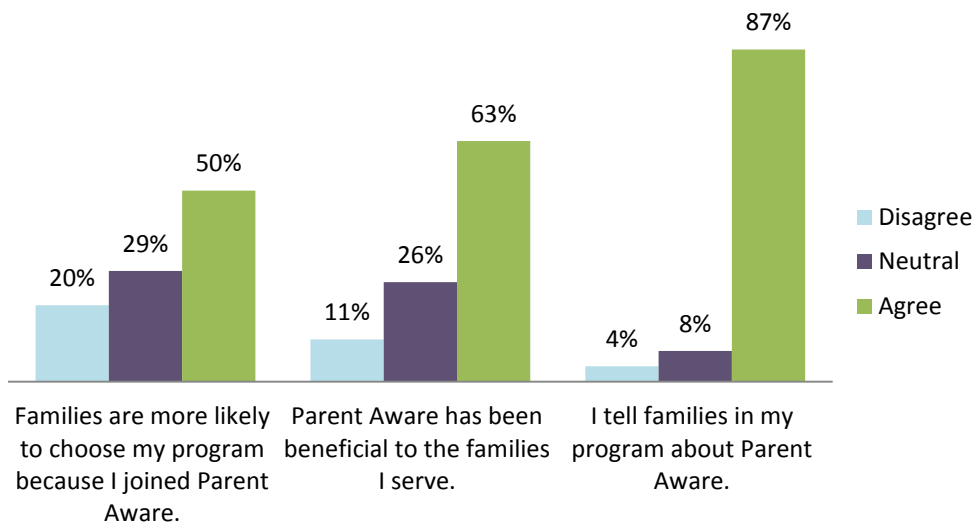
Providers with a full rating as of January 2015 were surveyed about their perceptions of Parent Aware and about the rating process. The survey was administered between May and July 2015. In total, 200 family child care providers, 63 center-based directors and 1 self-reported unknown provider completed the survey. The response rate was 43%.

#### Key Findings

- 86% of fully-rated providers surveyed reported having an overall positive impression of Parent Aware.
- Providers reported positive experiences with their Quality Coach (85% reported their coach helped them learn about the Parent Aware requirements).
- 79% of fully-rated providers believe the rating they received was fair.
- 80% of fully-rated providers reported making changes to their program as a result of participating.
- Most providers (73%) reported that they were able to find the professional development trainings they needed and 70% rated their experience tracking education and trainings with Develop as positive.
- Fully-rated providers choose a goal rating when applying for a Parent Aware rating. Providers who chose a One- and Two-Star goal viewed their rating as the best fit because it was a reachable goal, whereas providers who chose a Three- and Four-Star goal rating believed it was a best fit because they had already met the requirements and were qualified, especially regarding experience and education.

Providers' #1 ranked reason for joining Parent Aware:

- It is important for my professional development/professionalism – 47%
- Access to Early Learning Scholarships – 35%
- Access to post-rating support dollars – 33%
- Access to free or low-cost training – 25%



*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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### Non-rated, Eligible Providers

Beginning in 2015, licensed family child care providers and center-based child care programs across the state were eligible to enroll in Parent Aware. Eligible, non-rated providers completed a survey about their level of interest and awareness of Parent Aware. Providers that were currently rated or ever rated were not eligible to complete the survey. The response rate for the survey was 9%. One hundred ten eligible providers (82 family child care providers and 28 directors of center-based programs) completed the survey. The survey was fielded between May and July 2015.

### Key Findings

- The majority of respondents (98%) have heard of Parent Aware.
- Providers were asked about their level of knowledge about Parent Aware, 43% of those surveyed reported knowing “A Little,” 28% reported knowing “A Lot,” 25% “Not Very Much,” and 4% “Don’t Know” their level of knowledge about Parent Aware.
- Providers primarily learned about Parent Aware through Child Care Aware (30%), a training (21%) or from another early care and education/child care provider (15%).
- When asked if they would consider joining Parent Aware, 42% reported “No,” 25% reported “Yes,” and 32% reported they “Don’t Know” if they would join Parent Aware.

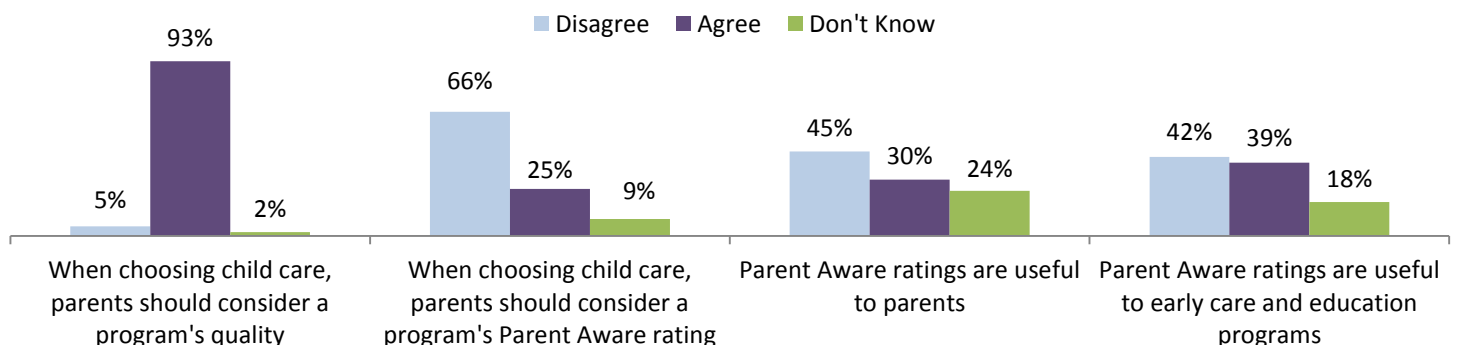
#### Top reasons affecting providers’ decision to join Parent Aware:

1. To access free or low cost training – 47%
2. To better attract families to their program – 32%
3. It is important for professional development – 29%
4. If someone else in their organization required them to participate – 22%

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

1. They don’t need it to attract families to their program – 61%
2. It is not worth the investment of their time – 33%
3. They don’t trust a rating will accurately reflect their quality – 32%

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. Programs believed 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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