

ECE Provider Survey Findings | IN BRIEF

September 2014

Accelerated Pathways to Ratings (APR) Programs

Head Start and Public School Based Pre-K programs and accredited child care 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 78% of programs in Parent Aware.¹ Recruitment targets have been met with all types of APR programs². Understanding more about these programs' motivations and concerns will help program implementers better recruit and maintain programs' participation. The survey was fielded between 4/15/14 and 5/22/14 with 21 Head Start grantee directors and 136 School Based Pre-K directors, 101 accredited child care directors, 6 accredited family child care providers, and 1 self-reported unknown APR program that are *currently enrolled* in Parent Aware (48% response rate).

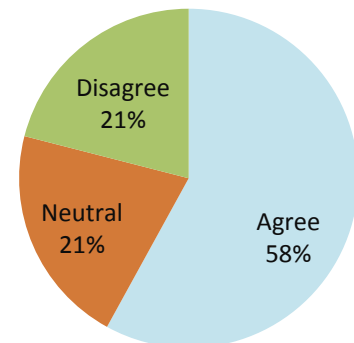
Key Findings

- 86% of respondents have an overall positive impression of Parent Aware.
- 73% would recommend Parent Aware to other programs; however only 59% reported their experience in Parent Aware has been what they expected and just over half (51%) reported their teachers are able to find the trainings they need.
- The most frequently cited #1 reason for joining Parent Aware was to *access Early Learning Scholarships*.
- 56% of respondents report having made changes to their program as a result of joining Parent Aware (increase from 30% in 2013).

Respondents' #1 ranked reason for joining Parent Aware:

- To access Early Learning Scholarships-47% (36% in 2013)
- To be part of a cutting-edge early childhood initiative/program-13% (23% in 2013)
- To better attract families to my program-7% (18% in 2013)

"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: 92% of respondents stated that they plan to reapply for a Parent Aware rating when their current rating expires and 84% of respondents reported that they tell families in their program about Parent Aware.
- In 2014, respondents reported with greater frequency than in 2013 that Parent Aware has been beneficial to families served (58% agree in 2014 versus 30% agree in 2013) and 41% agreed that families are more likely to choose their program because they joined Parent Aware.

¹Tout, K., Cleveland, J., Friese, S., Sosinsky, L., Soli, M. & Hirilall, A. (2014). *Statewide Expansion of Parent Aware: Year 2 Implementation Report*. Minneapolis, MN; Child Trends.

¹Minnesota Department of Human Services, Quarterly Report, February 2014.

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Parent Aware Programs with Full Ratings

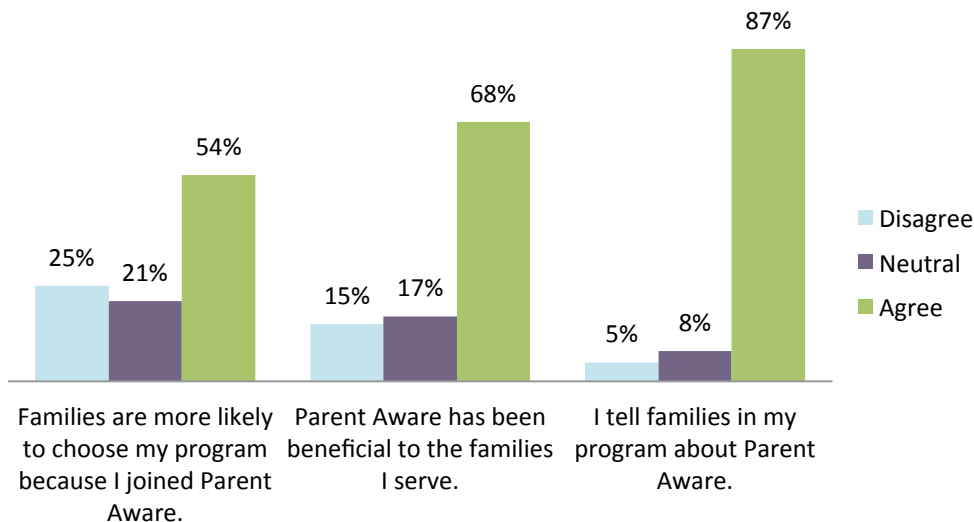
Programs with a full rating as of 12/31/2013 were surveyed about their perceptions of Parent Aware and about the rating process. The survey was administered between April and June 2014. In total, 67 family child care providers, 28 center-based directors and 2 self-reported unknown providers completed the survey. The response rate was 42%.

Key Findings

- 90% of fully-rated programs surveyed reported having an overall positive impression of Parent Aware.
- Programs reported positive experiences with their Quality Coach (83% reported their coach helped them learn about the Parent Aware requirements).
- More programs reported having enough time to complete the full rating requirements in 2014 (71% agree) compared to 2013 (54% agree).
- Most programs (75%) reported that they were able to find the professional development trainings they needed and that their experience with the Professional Development Registry has been positive (67%). This was a notable increase compared to 2013, when only 49% of respondents reported that their experience with the Professional Development was positive.

Providers' #1 ranked reason for joining Parent Aware:

- It is important for my professional development/professionalism – 30%
- To be a part of a cutting-edge early childhood initiative/program – 16%
- Access to pre-rating support dollars – 13%
- To better attract families to my program – 11%
- Access to free or low-cost training – 7%



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 Programs (formerly Interest and Awareness of Parent Aware)

Licensed family child care programs and center-based child care programs residing in counties where Parent Aware is available completed a survey about their level of interest and awareness of Parent Aware. Programs that were currently rated or ever rated were not eligible to complete the survey. The response rate for the survey was 12%. Sixty-nine eligible providers (57 family child care providers, 10 directors of center-based programs, and 2 self-reported unknown providers) completed the survey. The survey was fielded between 4/10/14 and 6/20/14.

Key Findings

- All respondents (100%) had heard of Parent Aware (an increase from 92% in 2013).
- However, 56% of those surveyed reported knowing only “a little” about Parent Aware (an increase from 44% in '13).
- Providers learned about Parent Aware through Child Care Aware (41%), a training (16%) or print ad (13%).
- When asked if they would consider joining Parent Aware, 40% said “No”, 19% said “Yes”, and 41% said they “Don’t Know” if they would join Parent Aware (similar to 2013).

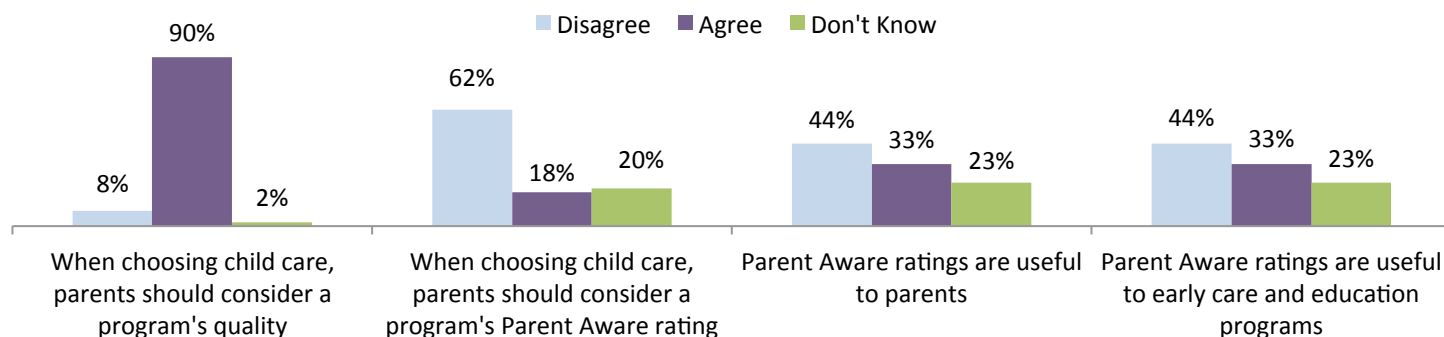
Top reasons affecting providers’ decision to join Parent Aware:

1. To access free/low cost training-52%
2. It is important for their professional development-23%
3. To access higher CCAP rates -17%
4. To better attract families to their program- 17%

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

1. They don’t need it to attract families to my Program - 62%
2. They don’t trust a rating will accurately reflect their quality-39%
3. It is not worth the investment of their time-28%

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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