What have we learned from research about Parent Aware and its role as a framework for quality in Minnesota?

Parent Aware...

1. Elevates ECE quality as a critical goal
2. Prioritizes families and their ECE experiences
3. Supports programs in quality improvement
4. Uses data and research to make changes
Quality ECE is a critical support for young children’s well-being and school readiness, with special consideration for:

- Infants and toddlers, children with disabilities, children eligible for subsidies and dual language learners
- Quality is prioritized in the Child Care and Development Fund.
QRIS participation is growing across the nation.

- Number of QRIS* – 42 states
- Number of rated programs*:
  - 41,579 Licensed Centers
  - 35,495 Licensed Family Child Care
- Density of rated programs*:
  - 57% Licensed Centers
  - 44% Licensed Family Child Care

*With profiles and data reported on QualityCompendium.org, 2017
Access to early care and education means that families with reasonable effort and affordability can use an ECE setting that supports their child’s development and meets their family’s needs.
Evaluation Activities 2012-2019

- Provider Surveys
- Indicator and Rating Analysis
- Parent Perceptions of parentaware.org
- Analysis of Coaching and Quality Improvement
- Parent Aware Validation Study
- Parent Aware Implementation Study
1. Parent Aware elevates quality as a critical goal

- Quality standards and indicators are research-based and assessed regularly to ensure their validity.
- Participation in Parent Aware has increased steadily.
- Parent Aware is connected to Early Learning Scholarships, CCAP and grants for quality improvement. Providers value these incentives.
Growth of Parent Aware

By Program Type and Date
Dec 2012 – Sept 2019

Total 2,749 rated programs as of 9/2019

Source: Fast Facts, Develop, Minnesota’s Quality Improvement and Registry Tool, extracted October 22, 2019
Provider Survey

Provider survey
• Launch May 2018

Sample
• Fully-rated FCC (n=390)
• Fully-rated child care center (n=116)
Parent Aware Grants and Early Learning Scholarships motivate providers to join Parent Aware

Source: Full-Rating Pathway Provider Survey, 2018, Child Trends
Providers believe their ratings are fair and reflect quality. They are less certain that the process is sensitive to groups from different cultural backgrounds.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>Neutral</th>
<th>Somewhat disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>The rating I received was fair (n=423)</td>
<td>54%</td>
<td>25%</td>
<td>16%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>The Quality Documentation Portfolio (QDP) was sensitive to groups of</td>
<td>26%</td>
<td>23%</td>
<td>49%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>different cultural backgrounds (n=423)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The rating my program received accurately reflects my program’s quality</td>
<td>40%</td>
<td>28%</td>
<td>13%</td>
<td>11%</td>
<td>8%</td>
</tr>
<tr>
<td>(n=426)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Full-Rating Pathway Provider Survey, 2018, Child Trends
Parent Aware Grants and Early Learning Scholarships motivate providers to join Parent Aware

**APR:** Top reason for joining Parent Aware

- **To access Early Learning Scholarships:** 66%
- **To better attract families to my program:** 19%
- **It is important for my professional development/professionalism:** 14%

Source: APR Provider Survey, 2018, Child Trends
Three-quarters of previously-rated providers may re-join Parent Aware in the future.

Previously rated: Will you re-join Parent Aware in the future?

- Yes: 17%
- Maybe: 54%
- No: 28%

Source: Previously Rated Provider Survey, 2018, Child Trends
Areas for Continued Improvement

• Continue developing strategies to engage new providers in Parent Aware.
• Consider strategies for improving cultural relevance and sensitivity of Parent Aware.
• Identify additional incentives to motivate Parent Aware participation.
• Emphasize role of coaches and other system-level supports to providers.
2. Parent Aware prioritizes families and their ECE Experiences.

- CCDBG Reauthorization of 2014
- Requires states to fund website that consumers can use to search for child care providers and provide consumer education on resources
- MN’s website: www.parentaware.org
- Child Trends conducted an evaluation of consumers’ experience using parentaware.org.
Parent Perceptions of parentaware.org

Research Method:
- Launch web-based survey from www.parentaware.org
- Survey about the search experience and perceptions of other resources available on the website

Timeline:
- Late Dec. 2018 – Early Feb. 2019
- Open 7 ½ weeks
Parent Perceptions of parentaware.org

Pop-up window

Source: Parent Aware website, 12/17/18 – 02/07/19.
**Demographics of sample: 239 respondents**

**Age**
- 49% 26-35 years old
- 23% 36-45 years old

**Income**
- 50% income ≤ $55,000
- 24% income bet. $55,000 - $100,000
- 17% income more than $100,000
- 9% prefer not to answer

**Race/Ethnicity**
- 70% white
- 8% Asian
- 8% Black
- 8% Prefer not to answer
- 4% mixed race
- 2% American Indian, Alaska Native, Native Hawaiian, or other Pacific Islander
Parent perceptions of parentaware.org

Ratings of overall website experience

- Satisfied: 44%
- Very Satisfied: 35%
- Neither: 12%
- Dissatisfied: 9%

Source: Parent Aware Online Survey, 12/17/18 – 02/07/19, Child Trends.
Were parents able to find information they were looking for?

<table>
<thead>
<tr>
<th>Ability to find specific information (n=235)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, easily (n=120)</td>
<td>51%</td>
</tr>
<tr>
<td>Yes, but it took some effort (n=78)</td>
<td>33%</td>
</tr>
<tr>
<td>No, I couldn't find what I was looking for (n=34)</td>
<td>14%</td>
</tr>
<tr>
<td>Not applicable, I wasn’t looking for anything specific (n=3)</td>
<td>1%</td>
</tr>
</tbody>
</table>

Source: Parent Aware Online Survey, 12/17/18 – 02/07/19, Child Trends.
Parents wanted more information about **openings, pricing, and accessing financial support**. Some also encountered technical difficulties with the website.

- “Tried to search by location around my home but it didn't work. I was able to search by name, which is only helpful if I already know of a provider.”
- A respondent said that they “[couldn’t] tell if people have availability.”
- One respondent said that they could not find information on “child care cost per hour in [their] area”.
- A respondent wanted guidance on “how [to] receive a grant and how much...[the schools are]”.
Were parents able to find a provider?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, one that met all my needs (n=85)</td>
<td>37%</td>
</tr>
<tr>
<td>I wasn't looking for a child care provider (n=74)</td>
<td>32%</td>
</tr>
<tr>
<td>Yes, but not one that met all my needs (n=42)</td>
<td>18%</td>
</tr>
<tr>
<td>No (n=30)</td>
<td>13%</td>
</tr>
</tbody>
</table>

Source: Parent Aware Online Survey, 12/17/18 – 02/07/19, Child Trends.
Who reported finding a provider who met all their needs?

- Survey respondents with the lowest income levels were less likely than other respondents to report finding a provider who met their needs.

<table>
<thead>
<tr>
<th>Income Level</th>
<th>Found a provider</th>
</tr>
</thead>
<tbody>
<tr>
<td>$25,000 - $65,000</td>
<td>63%</td>
</tr>
<tr>
<td>&gt; $65,000</td>
<td>58%</td>
</tr>
<tr>
<td>≤ $25,000</td>
<td>43%</td>
</tr>
</tbody>
</table>

Source: Parent Aware Online Survey, 12/17/18 – 02/07/19, Child Trends.
Search filters are a helpful tool on parentaware.org.

Most helpful search filters*

1. Location (74%)
2. Child age (73%)
3. Program type (73%)
4. Distance (69%)
5. Hours of operation (68%)
6. Schedule, Parent Aware rating, Name of program (tied at 67%)
7. Yearly schedule (58%)
8. CCAP (50%)

*Respondents could indicate whether the filter was helpful, not helpful, or not used
What additional resources and website features are helpful?

<table>
<thead>
<tr>
<th>Feature</th>
<th>Helpful</th>
</tr>
</thead>
<tbody>
<tr>
<td>License status</td>
<td>78%</td>
</tr>
<tr>
<td>Info on Parent Aware Ratings</td>
<td>74%</td>
</tr>
<tr>
<td>Info on provider type</td>
<td>73%</td>
</tr>
<tr>
<td>Info on child care programs</td>
<td>61%</td>
</tr>
<tr>
<td>Info on guides and other resources</td>
<td>60%</td>
</tr>
</tbody>
</table>

Source: Parent Aware Online Survey, 12/17/18 – 02/07/19, Child Trends.
Parents want more information about providers

• “It is impossible to tell if the providers you list have any openings. That takes calling hundreds of places to see if they have openings.”

• “One thing I suggest that the website needs...[is] more details on curriculum they use. Some providers say briefly that the curriculum approved by Parent Aware or other organizations. I need to know standards and what organization approved their curriculums.”

• “It would be great to somehow include ratings or comments from Google or parents who have used that center before. Adds more depth to knowing if it is a good place to send my child.”
Areas for Continued Improvement

• Continue to learn about how families use parentaware.org.
• Continue to make improvements to search filters available on the website.
• Encourage providers to update their profiles and information about price and availability.
3. Parent Aware supports programs in quality improvement.

- Programs can access coaching and grants through Building Quality: 20-60 hours of coaching and $1000 grant.
- Programs earning a One-, Two-, or Three-Star rating receive a $2500 grant.
- Providers make changes to their programs as a result of Parent Aware and improve their ratings over time.
Providers report a positive experience with Parent Aware.

<table>
<thead>
<tr>
<th></th>
<th>Child Care Center</th>
<th>Family Child Care</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parent Aware has been beneficial to my program</td>
<td>82%</td>
<td>81%</td>
</tr>
<tr>
<td>We have made changes to our program as a result of joining Parent Aware</td>
<td>76%</td>
<td>79%</td>
</tr>
<tr>
<td>I believe my program is of higher quality because we joined Parent Aware</td>
<td>70%</td>
<td>68%</td>
</tr>
</tbody>
</table>

Source: Full-Rating Pathway Provider Survey, 2018, Child Trends
## Changes Made as a Result of Participating in Parent Aware: Financial Changes

<table>
<thead>
<tr>
<th></th>
<th>Child Care Center</th>
<th>Family Child Care</th>
</tr>
</thead>
<tbody>
<tr>
<td>Changes Made</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>I charge higher rates</td>
<td>14%</td>
<td>21%</td>
</tr>
<tr>
<td>I serve more children who receive county child care assistance (CCAP)</td>
<td>28%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Source: Full-Rating Pathway Provider Survey, 2018, Child Trends
## Changes Made as a Result of Participating in Parent Aware: Teaching Practices and Commitment to the Field

<table>
<thead>
<tr>
<th></th>
<th>Child Care Center</th>
<th>Family Child Care</th>
</tr>
</thead>
<tbody>
<tr>
<td>I/My program help children work towards building kindergarten readiness skills</td>
<td>74%</td>
<td>84%</td>
</tr>
<tr>
<td>I (or my staff) am/are more intentional about how planned activities and the environment impact children’s learning</td>
<td>79%</td>
<td>84%</td>
</tr>
<tr>
<td>I (or my staff) pay more attention to how interactions among children and adults promote children’s learning</td>
<td>76%</td>
<td>83%</td>
</tr>
<tr>
<td>I (or my staff) am/are more committed to the early care and education field</td>
<td>64%</td>
<td>74%</td>
</tr>
</tbody>
</table>

Source: Full-Rating Pathway Provider Survey, 2018, Child Trends
Child Care Centers' Previous Rating and New Rating, 2018

One-, Two- or Three-Star that got a higher rating – 64%
Four-Star that maintained their rating – 95%

Source: Data downloaded from Develop, the Quality Improvement and Registry Tool used by Minnesota Department of Human Services and sent to Child Trends on May 29 and September 26, 2018.
Family Child Care Programs' Previous Rating and New Rating, 2018

One-, Two- or Three-Star that got a higher rating – 35%
Four-Star that maintained their rating – 44%

Source: Data downloaded from Develop, the Quality Improvement and Registry Tool used by Minnesota Department of Human Services and sent to Child Trends on May 29 and September 26, 2018.
Motivation for joining Building Quality

[I joined Building Quality] to get perspective from an outsider with fresh eyes and early childhood experience. [The coaches] know what the best practices are out there, what’s changed, and [what’s] stayed the same in the field. They are able to inform you of the newer research. They can suggest what can be done better, and what’s already doing well. [It is] good to have someone to process things with, give feedback, listen and not only give advice, and help address staff development issues.
Key takeaways from BQ

“[The group coaching] opened up a full new circle for me so I can know providers and other mentors....We were very isolated [when the provider was practicing 20 years ago]. Knowing that I do easier one-on-one or in smaller groups, [the coach] would introduce me to like-minded people so we were able to get a conversation going. [The coach] was able to pair me up. [The other provider and I] now talk to each other on Facebook—without her introduction, I wouldn’t have that outlook.”

– Family child care provider
Areas for Continued Improvement

• Analyze the benefits and outcomes of participating in Parent Aware quality improvement supports. Make revisions as needed.
• Encourage group coaching as a way for programs to learn from and support one another.
• Advertise and market the positive experiences providers report.
4. Parent Aware uses data and research to make changes.

- DHS conducts a regular review of indicators and implements a revision process.
- DHS produces an annual report on Parent Aware metrics related to Parent Aware participation and children served in Parent Aware-rated programs.
- DHS, Child Trends, and the University of MN recently won a grant to conduct research on access using the family-centered definition.
Thank you!

- www.childtrends.org
- ktout@childtrends.org