

# DHS Child Care Services

## 2015 Oklahoma State Child Care Plan Surveys: Results

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State Plan Hearing  
January 12, 2016



Office of  
Planning, Research  
and Statistics

# Agenda

- Parent survey
  - Data collection process
  - Questionnaire development
  - Results
- Provider survey
  - Data collection process
  - Questionnaire development
  - Results
- Comparisons across years



# Parents' Survey: Data collection process



- Target population:
  - Parents/guardians of children under age 13 who attend licensed child care
- Methods:
  - Non-probability volunteer sampling
  - Anonymity: identity of respondent is unknown
- Data collection:
  - Primary data



- Survey participation outreach – Child Care Management:
  - Letters, flyers and bookmark templates mailed to child care providers and partner agencies
  - Email invitations sent to child care providers and partner agencies (a total of 7)
  - Announcements posted on DHS/Child Care Services website
  - Email invitations sent to state employees
- Data collection: 04/17/2015 through 06/19/2015
  - Paper version: English and Spanish
  - Online version: English and Spanish



- Questionnaire (6 sections-24 items):
  1. Participants screening (items 1-3)
    - Parent/guardian of children under age 13
    - Children under age 13 in licensed child care
  2. Knowledge/feedback about DHS Child Care Services' program licensing and monitoring processes (\*items 4-7)
  3. Participants knowledge about DHS Child Care Services' program rating and quality (items 8-11\*)
  4. Child Care subsidy receipt status and employee courtesy (items 12-13)
  5. Deciding about child care provider (items 14-23)
  6. Child care feedback on child progress (item 24)



- Questionnaire (Cont.)
  - Most questions were close-ended, with 8 open-ended answer options
  - Multiple choice and answer options
  - The majority of questions were required

# Parents' Survey: Results



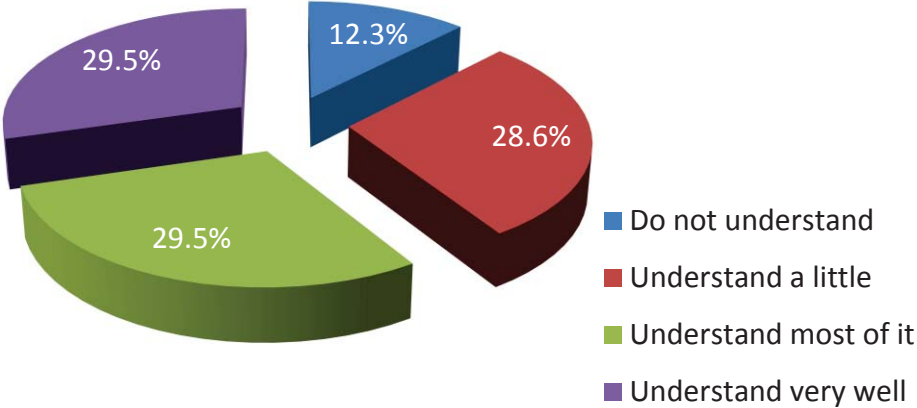


- Results:
  - Total responses: 492 (152 did not respond any question)
    - Online: 95%; paper:5%
    - 355 target population (parent/guardian of children under age 13 in licensed child care)



## 2. Knowledge/feedback about DHS Child Care Services' program licensing and monitoring processes

4. To what extent do you feel you understand DHS Child Care Services' child care provider licensing process?



	Yes	No
5. Are you aware of the monitoring visits conducted by Child Care Services licensing staff to ensure provider complies with licensing requirements?	88.9%	11.1%

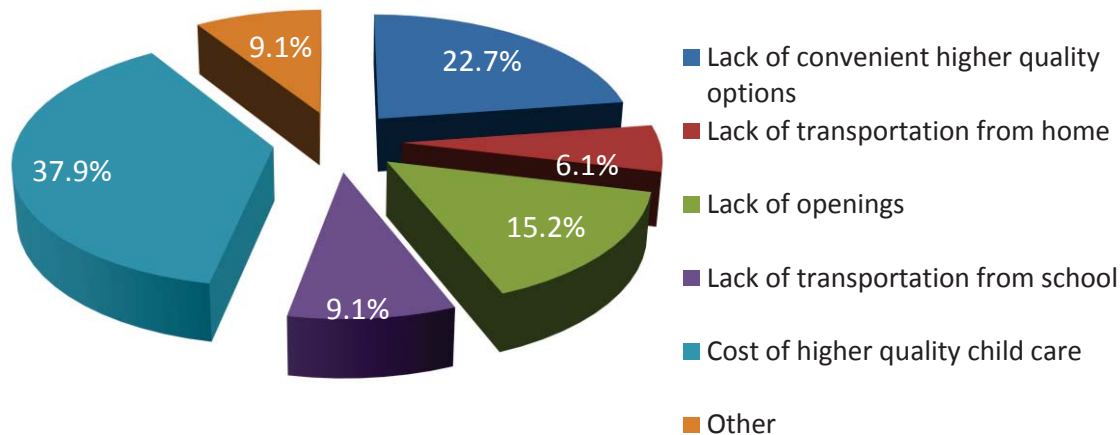


## 2. Knowledge/feedback about DHS Child Care Services' program licensing and monitoring processes (cont.)

	Yes	No
6. In your opinion, is your (youngest) child enrolled in a high quality child care program?	88.2%	11.8%

[If "No" in Question #6]

7. What keeps you from enrolling your youngest child in a higher quality child care program?\*

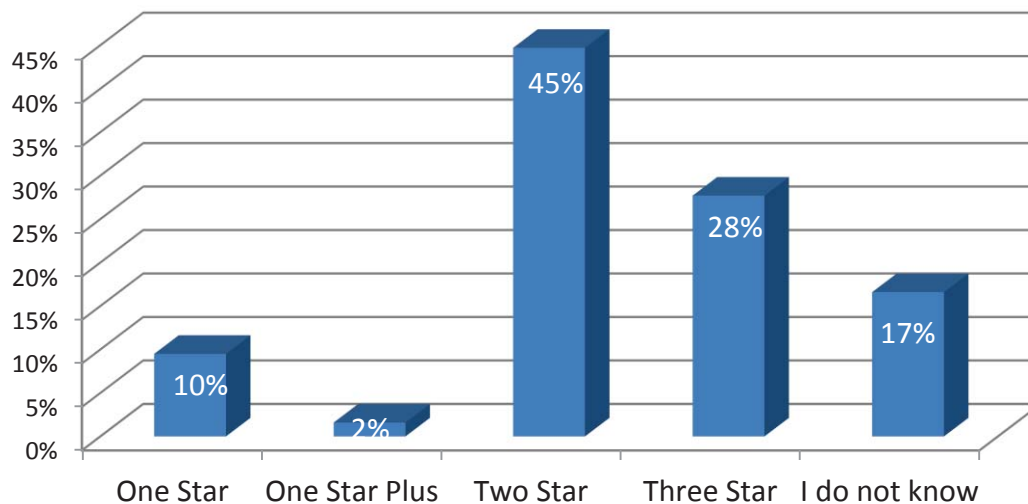


### 3. Participants knowledge about DHS Child Care Services' program rating and quality

	Yes	No
8. Have you heard of the program called "Reaching for the Stars" that rates child care facilities as One Star, One Star Plus, Two Star or Three Star?	79%	21%

[If "Yes" in Question #8]

9. What is the Star level or rating of the child care home or center attended by your youngest child?

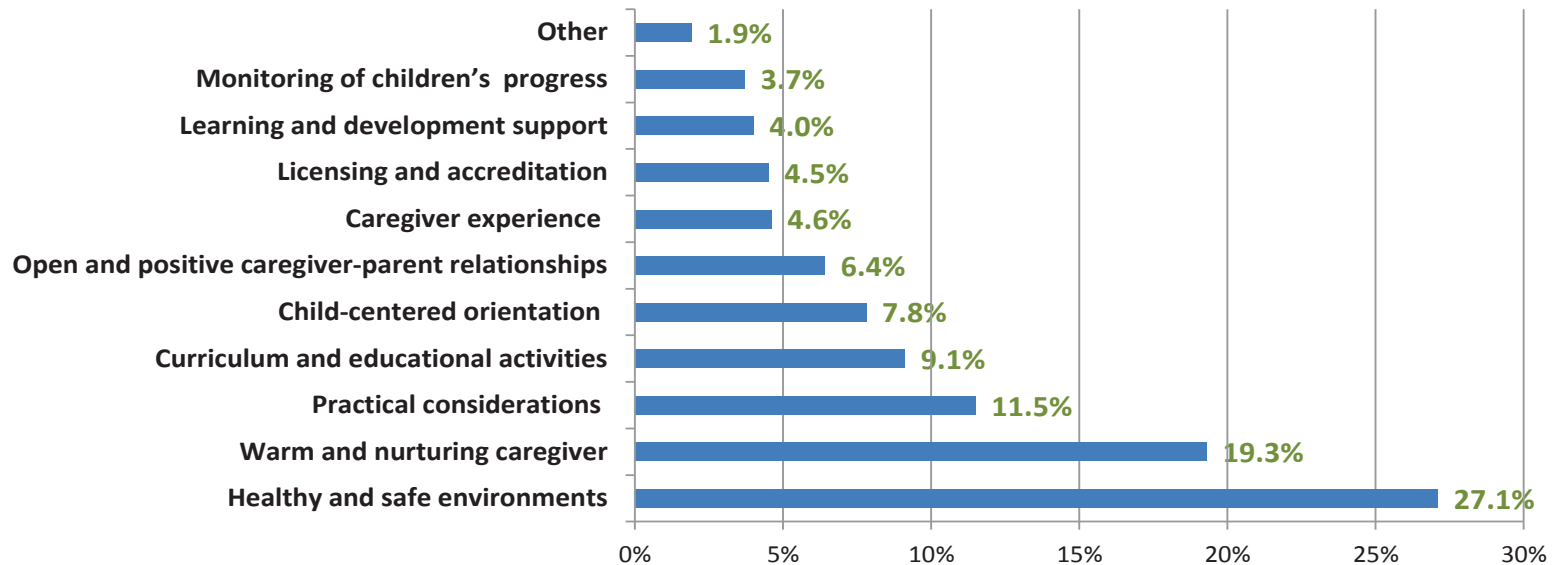


### 3. Participants knowledge about DHS Child Care Services' program rating and quality (cont.)

[If Star level was reported in Question #9]

	Strongly Agree	Agree	Disagree	Strongly Disagree
10. The star rating of your youngest child's care provider accurately reflects the quality of the program	47%	33%	10%	11%

11. In your opinion, what is/are the most important characteristics of a high quality child care program\*



## 4. Child Care subsidy receipt status and employee courtesy

	Yes	No
12. Do you receive help paying for child care from OKDHS?	62.2%	37.8%

[If "Yes" in Question #12]

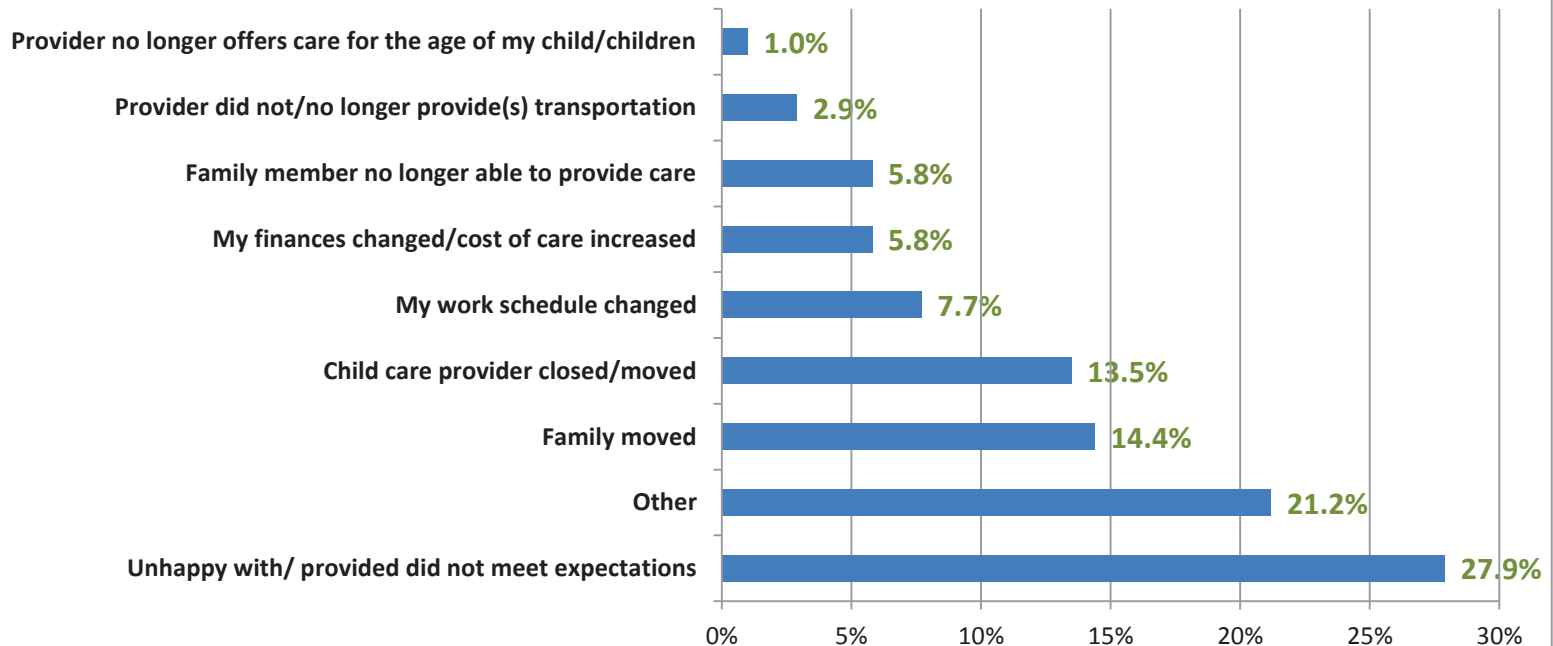
	Strongly Agree	Agree	Disagree	Strongly Disagree
13. Overall, DHS county office staff, including your caseworker, treat you with courtesy and respect.	28.8%	46.6%	14.4%	10.2%

## 5. Deciding about child care provider

	Yes	No
14. Did you change child care providers in the past year?	26.0%	74.0%

[If "Yes" in Question #14]

15. What was/were your reason(s) for changing providers?\*

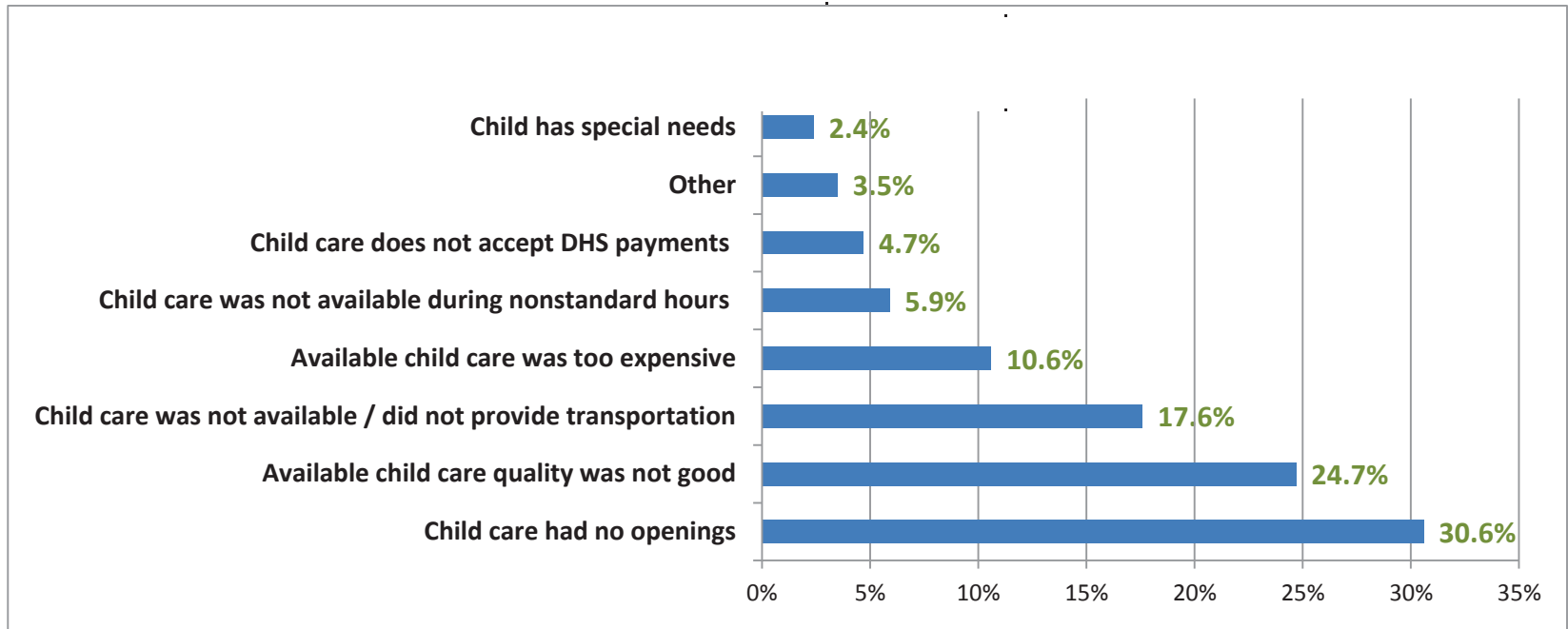


## 5. Deciding about child care provider (cont.)

[If "Yes" in Question #14]

	Yes	No
16. Did you have any difficulty locating child care?	44.4%	55.6%

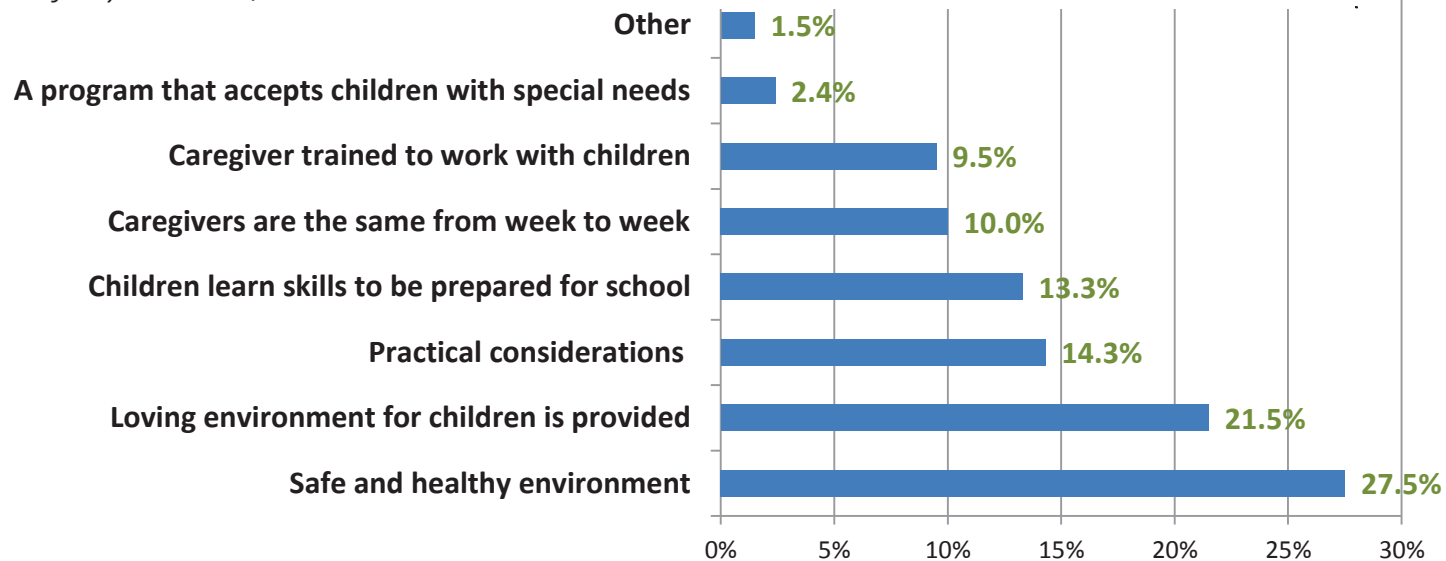
[If "Yes" in Question #16]





## 5. Deciding about child care provider (cont.)

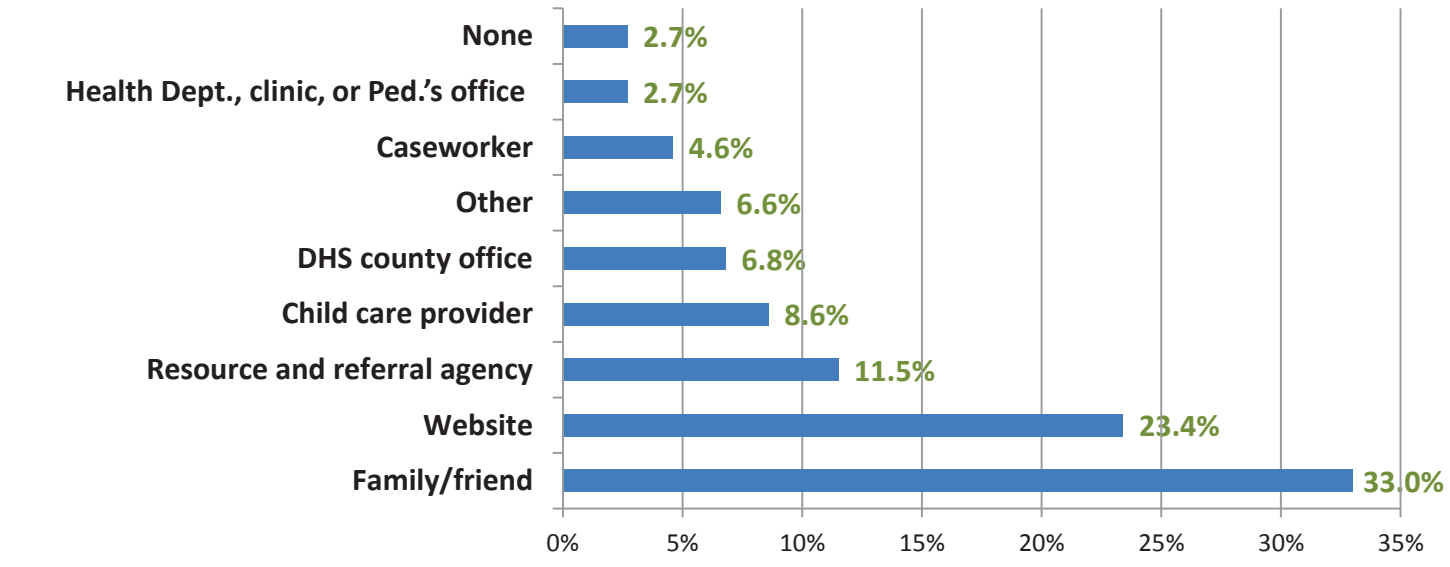
18. Parents and guardians choose a particular type of care for their child for a variety of reasons. Which of the following reasons is/are the most important to you when seeking care for your child/children?\*



# 5. Deciding about child care provider (cont.)

[If "Yes" in Question #14]

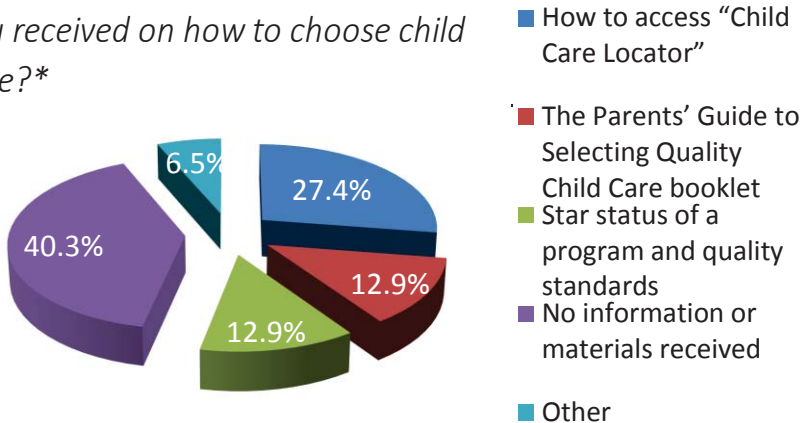
19. Which information source(s) have you used to choose child care?\*



# 5. Deciding about child care provider (cont.)

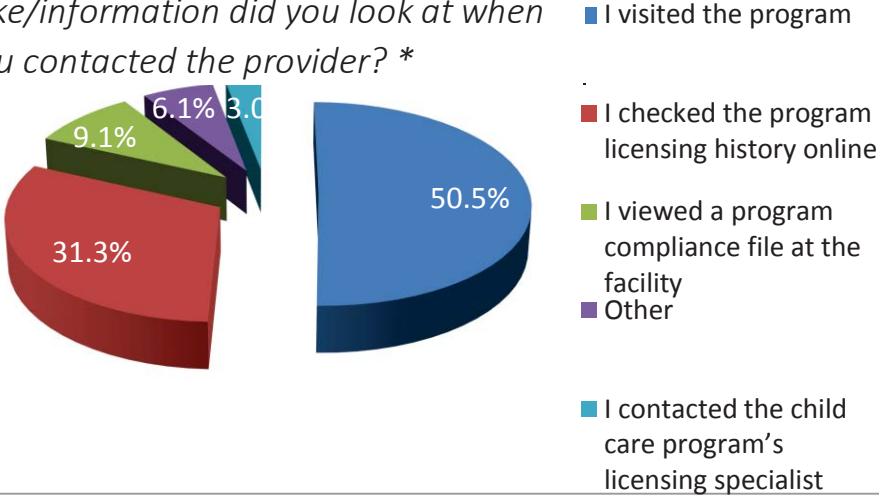
[If options caseworker/DHS county office were selected]

20. Which information/materials have you received on how to choose child care?\*



[If option child care provider was selected]

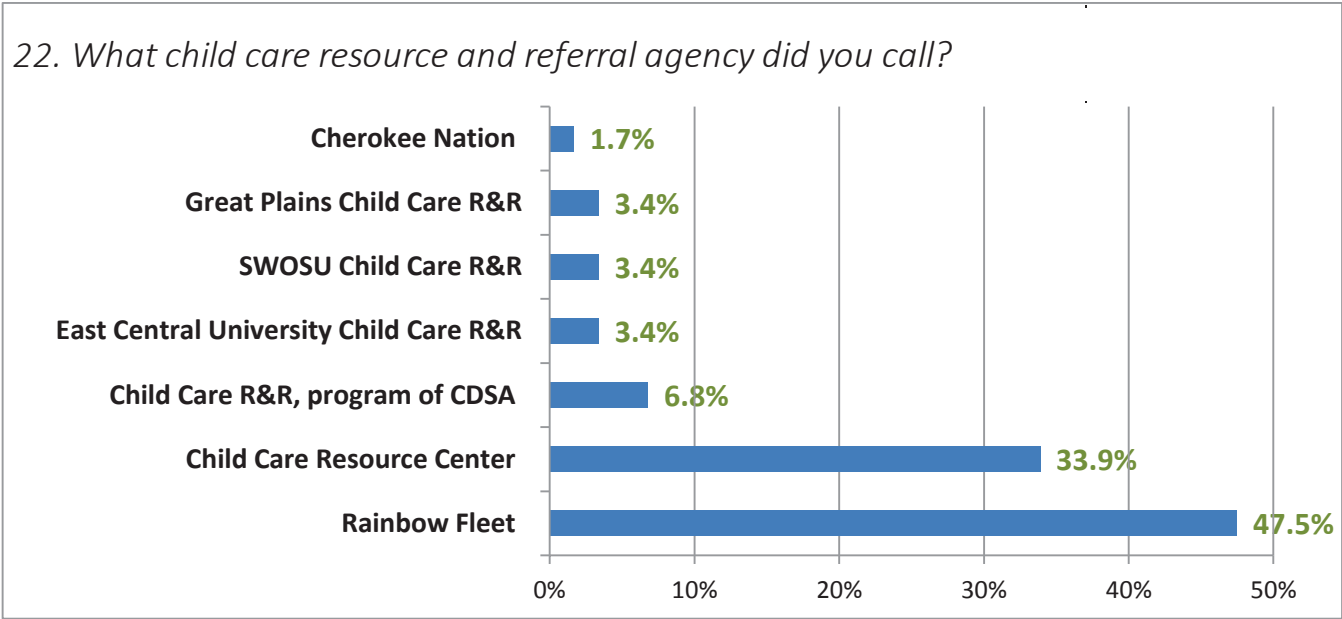
21. What specific actions did you take/information did you look at when you contacted the provider? \*



## 5. Deciding about child care provider (cont.)

[If option R&R agency was selected]

22. What child care resource and referral agency did you call?



	Yes	No
23. Are you aware that the services of a child care resource and referral agency are available free of charge in your area to help you find child care?	70.4%	29.6%

## 6. Child care feedback on child progress

	Daily	Weekly	Monthly	Rarely or never
<i>24. How frequently do you receive information from the child care provider about your child's progress?</i>	70.1%	14.6%	5.0%	10.3%

# Providers' Survey: Data collection process



- Target population:
  - Licensed child care programs (including family child care homes, child care centers, HS/EHS, Pre-K); tribal government; support services provider; Smart Start community member
- Methods:
  - Non-probability volunteer sampling
  - Anonymity: identity of respondent is unknown
- Data collection:
  - Primary data



- Survey participation outreach – Child Care Management:
  - Letters, flyers and bookmark templates mailed to child care providers and partner agencies
  - Email invitations sent to child care providers and partner agencies (a total of 7)
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  - Email invitations sent to state employees
- Data collection: 04/14/2015 thru 06/19/2015
  - Paper version: English and Spanish
  - Online version: English and Spanish





- Questionnaire (6 sections-31 items):
  1. About you (item 1)
  2. DHS Child Care Services' program rating and licensing staff support (items 2-5)
  3. Subsidized child care (item 6)
  4. Collaboration with other programs (item 7)
  5. Rating of programs and services funded through DHS, Child Care Services (items 8-23\*)
  6. Rating of programs and services of the Center for Early Childhood Professional Development funded through DHS, Child Care Services(items 24-31)



- Questionnaire (Cont.)
  - All questions were close-ended, with 3 open-ended answer options
  - Multiple choice and multiple answer options
  - Most questions were required



# Providers' Survey: Results

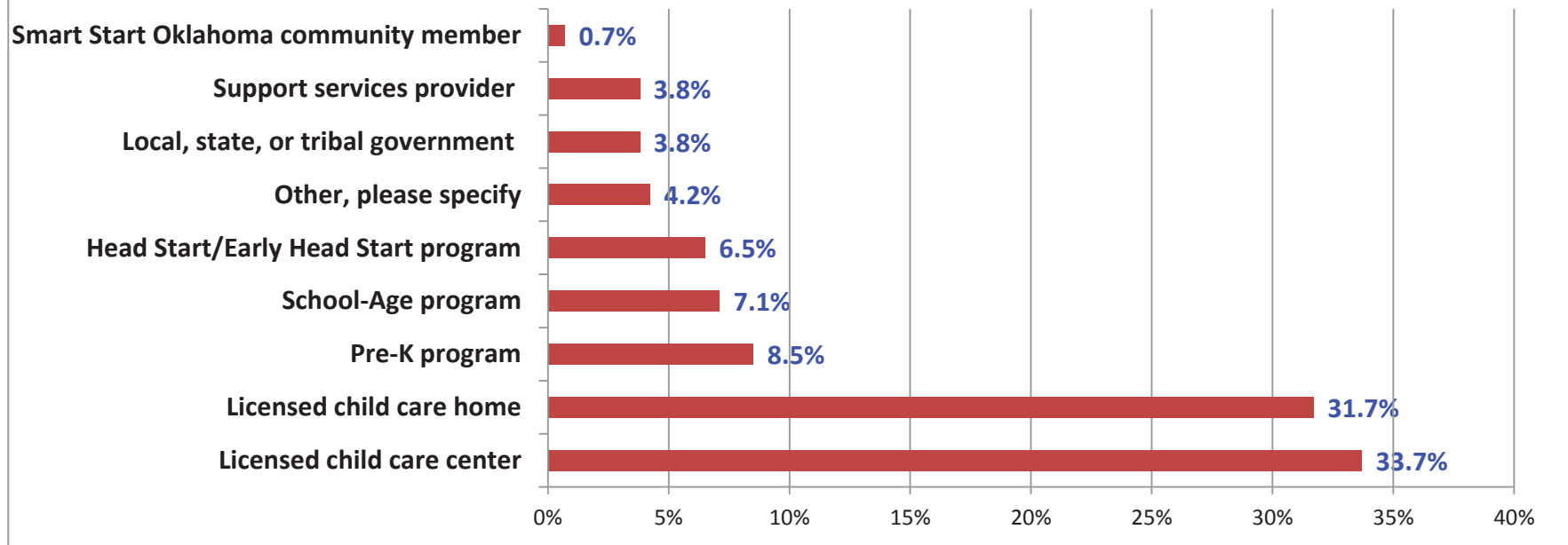


- Results:
  - Total responses: 577 (48 did not respond to any question)
    - Online: 99%; paper:1%



# 1. About you

1. Please tell us about your program.\*

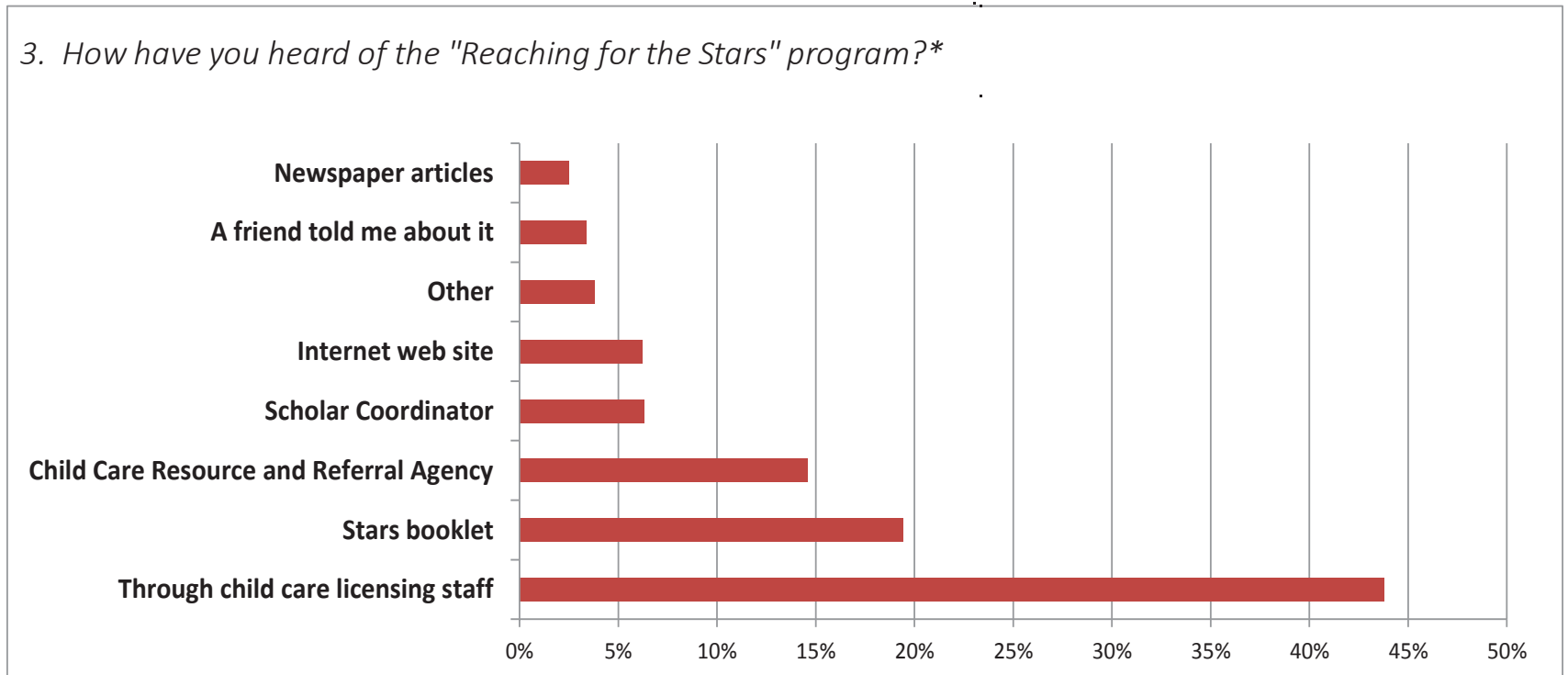


## 2. DHS Child Care Services' program rating and licensing staff support

	Yes	No
2. Have you heard of the program, "Reaching for the Stars"?	93%	6%

[If "Yes" in Question #2]

3. How have you heard of the "Reaching for the Stars" program?\*



## 2. DHS Child Care Services’ program rating and licensing staff support

[If "Yes" in Question #2]

	Yes	No
4. Have you received assistance from licensing staff designated to help providers increase their star level (Stars Outreach Specialists)?	50.8%	49.2%

[If "Yes" in Question #2]

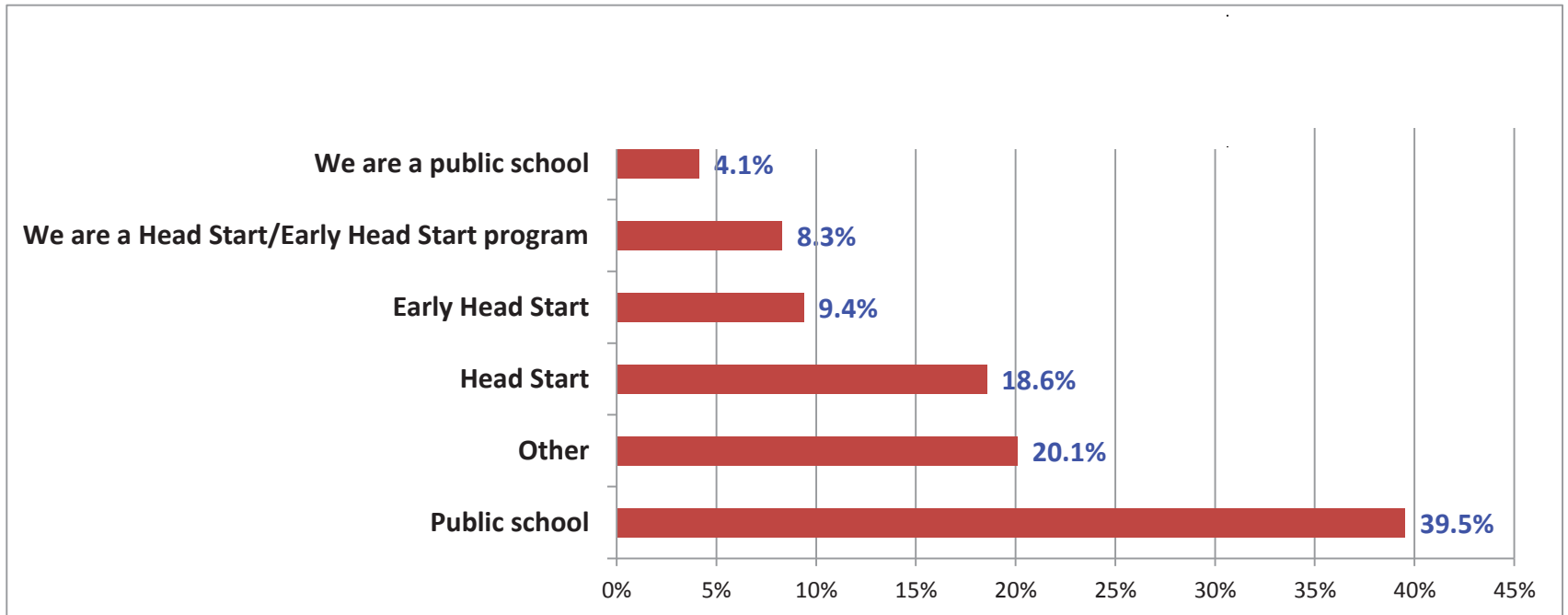
	Yes	No
5. Have you received assistance from licensing staff to help you improve the quality of care at your facility (Consultant and Technical Support Specialist, CATSS)?	47.1%	52.9%



### 3. Subsidized child care

	Yes	No
6. Do you provide care for children whose families receive assistance through the Oklahoma Department of Human Services (DHS) (i.e., child care subsidy)?	66.7%	33.3%

### 4. Collaboration with other programs





## 5. Rating of programs and services funded through DHS, Child Care Services

(1=Not at all beneficial, . . . 5=Very beneficial)

	1	2	3	4	5	N/A
9. Please rate the benefits of <b>Training and Consultation for child care professionals</b> about children's healthy emotional development according to how you think it represents child care providers.	10.7%	8.3%	21.0%	17.9%	34.9%	7.3%
10. Please rate the benefits of <b>Scholarships for teachers</b> to attend college and Career Tech centers according to how you think it represents child care providers.	7.1%	5.0%	12.3%	12.7%	49.4%	13.5%
14. Please rate the benefits of <b>Conference vouchers</b> to support child care teacher training according to how you think it represents child care providers.	8.5%	5.2%	11.3%	19.6%	48.0%	7.5%
15. Please rate the benefits of <b>Mentoring Services</b> at 2-year colleges (Scholar Coordinators) according to how you think it represents child care providers.	10.5%	4.8%	15.9%	14.9%	29.8%	24.0%

## 5. Rating of programs and services funded through DHS, Child Care Services (cont.)

(1=Not at all beneficial, . . . 5=Very beneficial)

	1	2	3	4	5	N/A
20. Please rate the benefits of <b>Early Learning Guidelines</b> according to how you think it represents child care providers.	12.9%	9.9%	18.8%	21.4%	29.4%	7.7%
21. Please rate the benefits of <b>Core Competencies for Early Childhood Practitioners</b> according to how you think it represents child care providers.	14.3%	9.7%	19.4%	20.4%	20.2%	16.0%
23. Please rate the benefits of Child Care <b>staff fingerprinting</b> as part of the background investigation process according to how you think it represents child care providers.	21.4%	11.9%	16.0%	15.2%	33.5%	2.0%

## 5. Rating of programs and services funded through DHS, Child Care Services (cont.)

(1=Not at all beneficial, . . . 5=Very beneficial)

	1	2	3	4	5	N/A
11. Please rate the benefits of Child Care <b>Resource &amp; Referral Services</b> according to how you think it represents child care providers.	10.1%	7.7%	15.3%	21.0%	41.5%	4.4%
12. Please rate the benefits of the <b>Child Care Warmline</b> according to how you think it represents child care providers.	11.9%	8.9%	16.1%	19.6%	30.6%	12.9%
13. Please rate the benefits of the DHS Child <b>Care Services toll-free</b> telephone number according to how you think it represents child care providers.	16.7%	8.9%	19.2%	14.3%	28.6%	12.3%

## 5. Rating of programs and services funded through DHS, Child Care Services (cont.)

(1=Not at all beneficial, . . . 5=Very beneficial)

	1	2	3	4	5	N/A
16. Please rate the benefits of DHS <b>Child Care Services licensing staff</b> according to how you think it represents child care providers.	8.7%	10.3%	15.7%	21.8%	40.9%	2.6%
17. Please rate the benefits of Licensing staff assistance to increase the program's star level ( <b>Stars Outreach Specialist</b> ) according to how you think it represents child care providers.	16.1%	10.3%	15.7%	16.5%	25.6%	15.7%
18. Please rate the benefits of Licensing staff assistance to improve the program's quality ( <b>Consultation and Technical Support Specialist</b> ) according to how you think it represents child care providers.	16.9%	9.3%	17.7%	17.3%	28.0%	10.7%
19. Please rate the benefits of L icensing staff monitoring visits according to how you think it represents child care providers.	8.7%	9.9%	17.7%	21.6%	40.9%	1.2%

## 5. Rating of programs and services funded through DHS, Child Care Services (cont.)

(1=Not at all beneficial, . . . 5=Very beneficial)

	1	2	3	4	5	N/A
22. Please rate the benefits of <b>Child Care subsidy</b> (Contract with DHS for child care services) according to how you think it represents child care providers.	8.7%	6.5%	12.3%	15.4%	41.4%	15.8%
8. Please rate the benefits of the " <b>Reaching for the Stars</b> " program according to how you think it represents child care providers.	13.3%	9.9%	19.7%	16.9%	24.9%	15.3%

## 5. Rating of programs and services of the *Center for Early Childhood Professional Development* funded through DHS, Child Care Services

(1=Not at all beneficial, . . . 5=Very beneficial)

	1	2	3	4	5	N/A
24. Please rate the benefits of the <b>Environment Rating Scale (ERS)</b> according to how you think it represents child care providers.	28.2%	10.5%	15.8%	14.7%	13.9%	17.0%
25. Please rate the benefits of Child Care <b>Careers Training</b> according to how you think it represents child care providers.	10.7%	6.9%	20.8%	18.3%	31.1%	12.2%
26. Please rate the benefits of the <b>Video lending library</b> according to how you think it represents child care providers.	16.6%	11.1%	19.1%	17.6%	23.5%	12.0%
27. Please rate the benefits of the <b>Provider Registry &amp; Professional Development Ladder</b> according to how you think it represents child care providers.	21.6%	8.0%	18.1%	20.0%	23.1%	9.2%

## 5. Rating of programs and services of the *Center for Early Childhood Professional Development* funded through DHS, Child Care Services(items

(1=Not at all beneficial, . . . 5=Very beneficial)

	1	2	3	4	5	N/A
28. Please rate the benefits of the <i>Oklahoma Professional Development Registry training calendar</i> according to how you think it represents child care providers.	14.1%	9.7%	18.5%	21.6%	26.5%	9.7%
29. Please rate the benefits of the <i>Entry Level Child Care Training (ELCCT)</i> according to how you think it represents child care providers.	11.1%	8.0%	17.4%	18.3%	34.5%	10.7%
30. Please rate the benefits of <i>Bonuses for teachers with credentials or college credit ( REWARD )</i> according to how you think it represents child care providers.	10.3%	4.2%	9.7%	14.9%	43.9%	17.0%
31. Please rate the benefits of the <i>Leadership Academy</i> for center directords according to how you think it represents child care providers.	16.0%	6.9%	12.4%	11.1%	24.8%	28.8%

# Comparisons across years: 2011- 2013-2015





# Child Care State Plan 2016: Parents survey comparison of responses

	2011	2013	2015
4. Percentage of respondents who heard of the "Reaching for Stars" program	✓	✓	✓
5. Star level 2 or 3 of the child care home or center attended by the children	✓	✓	✓
7. Percentage of survey participants who said received help paying for child care from DHS	✓	✓	✓
8. Courtesy and respect from OKDHS staff	✓	✓	✓
11. Percentage of parents who had difficulty locating child care	✓	✓	✓
14. Percentage of participants who changed child care providers in the past year	-	✓	✓
22. Percentage of survey responses that called a specific resource and referral agency	-	✓	✓
23. Percentage of survey respondents who know the services of a child care resource and referral agency are available free of charge to help parents find child care	-	✓	✓

# Child Care State Plan 2016: Parents survey comparison of responses

	2011	2013	2015	Change in mean/median/frequencies	Change statistical significance <sup>(1)</sup>
<i>7. Percentage of survey participants who said received help paying for child care from DHS</i>	24%	26%	38%	Increased	Yes <sup>(f)</sup>
<i>11. Percentage of parents who had difficulty locating child care</i>	22%	31%	44%	Increased	Yes <sup>(c)</sup>

# Child Care State Plan 2016: Providers survey comparison of responses

	2011	2013	2015
2. Percentage of respondents who heard of the "Reaching for Stars" program	✓	✓	✓
4. Percentage of providers who reported have received assistance from licensing staff - Stars Outreach Specialists	-	✓	✓
5. Percentage of providers who reported have received assistance from licensing staff - Consultant and Technical Support Specialist, CATTs	-	✓	✓
6. Percentage of providers who provide care for children whose families receive assistance through DHS (subsidy)	-	✓	✓
8. - 22. Rating of programs and services funded through the Oklahoma Department of Human Services (DHS), Child Care Services	-	✓	✓
24. - 31. Rating of programs and services of the Center for Early Childhood Professional Development funded through the Oklahoma Department of Human Services (DHS), Child Care Services	-	✓	✓

## Child Care State Plan 2016: Providers survey comparison of responses

	2011	2013	2015	Change in mean/median /frequencies	Change statistical significance <sup>(1)</sup>
<i>2. Percentage of respondents who heard of the "Reaching for Stars" program</i>	98%	95%	94%	Decreased	Yes
<i>4. Percentage of providers who reported have received assistance from licensing staff - Stars Outreach Specialists</i>	-	66%	51%	Decreased	Yes
<i>5. Percentage of providers who reported have received assistance from licensing staff - Consultant and Technical Support Specialist, CATTs</i>	-	58%	47%	Decreased	Yes
<i>6. Percentage of respondents who provide care for children whose families receive assistance through DHS (subsidy)</i>	-	81%	67%	Decreased	Yes

# Child Care State Plan 2016: Providers survey comparison of responses

	2011	2013	2015	Change in mean/median /frequencies	Stat. sig.
<b>8. Reaching for the Stars program</b>					
1= Not at all beneficial	-	12%	16%	Increased	Yes
2	-	10%	12%	Increased	
3	-	15%	23%	Increased	
4	-	20%	20%	-	
5= Very beneficial	-	44%	30%	Decreased	
<b>9. Training and Consultation (children's healthy emotional development)</b>					
1= Not at all beneficial	-	7%	12%	Increased	Yes
2	-	9%	9%	-	
3	-	18%	23%	Increased	
4	-	21%	19%	Decreased	
5= Very beneficial	-	46%	38%	Decreased	
<b>13. Child Care Services toll-free telephone number</b>					
1= Not at all beneficial	-	12%	19%	Increased	Yes
2	-	9%	10%	Increased	
3	-	21%	22%	Increased	
4	-	19%	16%	decreased	
5= Very beneficial	-	40%	33%	Decreased	

	2011	2013	2015	Change in mean/median /frequencies	Stat. sig.
<b>15. Mentoring services at 2-year colleges ( Scholar Coordinators )</b>					
1= Not at all beneficial	-	11%	14%	Increased	Yes
2	-	8%	6%	Decreased	
3	-	14%	21%	Increased	
4	-	23%	20%	Decreased	
5= Very beneficial	-	45%	39%	Decreased	
<b>20. Early Learning Guidelines</b>					
1= Not at all beneficial	-	15%	14%	Decreased	Yes
2	-	10%	11%	Increased	
3	-	16%	20%	Increased	
4	-	23%	23%	-	
5= Very beneficial	-	36%	32%	Decreased	
<b>22. Child care subsidy (contract with DHS)</b>					
1= Not at all beneficial	-	8%	10%	Increased	Yes
2	-	4%	8%	Increased	
3	-	10%	15%	Increased	
4	-	16%	18%	Increased	
5= Very beneficial	-	62%	49%	Decreased	

# Child Care State Plan 2016: Providers survey comparison of responses

	2011	2013	2015	Change in mean/median /frequencies	Stat. sig.
<b>24. CECPD Environmental Rating Service (ERS)</b>					
1= Not at all beneficial	-	24%	34%	Increased	Yes
2	-	14%	13%	decreased	
3	-	22%	19%	decreased	
4	-	19%	18%	decreased	
5= Very beneficial	-	20%	17%	decreased	
<b>25. Child Care Careers Training</b>					
1= Not at all beneficial	-	12%	12%	-	Yes
2	-	7%	8%	Increased	
3	-	20%	24%	Increased	
4	-	23%	21%	decreased	
5= Very beneficial	-	39%	35%	decreased	
<b>27. Provider Registry &amp; Professional Development Ladder</b>					
1= Not at all beneficial	-	19%	24%	Increased	Yes
2	-	11%	9%	decreased	
3	-	17%	20%	Increased	
4	-	19%	22%	Increased	
5= Very beneficial	-	34%	26%	decreased	

	2011	2013	2015	Change in mean/median /frequencies	Stat. sig.
<b>30. Bonuses for teachers with credentials or college credit (REWARD)</b>					
1= Not at all beneficial	-	8%	12%	Increased	Yes <sup>(y)</sup>
2	-	3%	5%	Increased	
3	-	10%	12%	Increased	
4	-	12%	18%	Increased	
5= Very beneficial	-	66%	53%	Decreased	
<b>31. Leadership Academy for center directors</b>					
1= Not at all beneficial	-	19%	22%	Increased	Yes <sup>(z)</sup>
2	-	5%	10%	Increased	
3	-	17%	17%	-	
4	-	16%	16%	-	
5= Very beneficial	-	43%	35%	decreased	

## Questions regarding this presentation:

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