

Introduction

At ParentChild+, we are proud of the transformative impact our Home-Based Child Care (HBCC) model continues to make in the lives of children, families, child care providers and communities. As a data-driven organization deeply committed to equity, we understand that the stories behind the numbers reflect the real experiences of those we serve. This report is more than a collection of statistics; it is a testament to the collaboration, learning, and growth fostered by our providers, families, and partners.

We are incredibly grateful to the dedicated providers, early learning specialists, and families in the field who helped us gather this invaluable data. Their contributions enable us to continually improve our program, ensuring that we stay responsive to the needs of the communities we serve. Without their voices and feedback, our work would not be possible, and their involvement is a key component of the success we celebrate today.

Listening to the voices of our families and providers is not just part of our process—it is central to our mission. This year's satisfaction survey offers a unique glimpse into the heart of our program, revealing how our efforts are creating meaningful change in homes and child care settings across the country. From strengthening child development practices to supporting providers in their critical role, these insights affirm that our commitment to lifting community voices and improving outcomes is having a profound impact.

Key Highlights: Overall program satisfaction from providers and families is high. Both providers and families benefit significantly from program materials and activities. One of the improvements to focus on is connecting providers with more resources, especially funding resources and school readiness information.

Testimonials that Touch the Heart: "Always support, be on time, children love to be with [ELS] reading books and be involved in the activities exploring new materials. They don't want stop. Really a very good learning experience for the children and for me as a provider"

Pathways to Progress: As we move forward, we remain dedicated to refining and evolving our program to meet the needs of families and providers, ensuring that we continue to lead with care, equity, and data-informed solutions that uplift everyone in our community. We will incorporate program satisfaction as part of program standard data practice.

Research and Evaluation Team

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Purpose



Identify program satisfaction levels



Identify areas of strength and opportunities for improvement



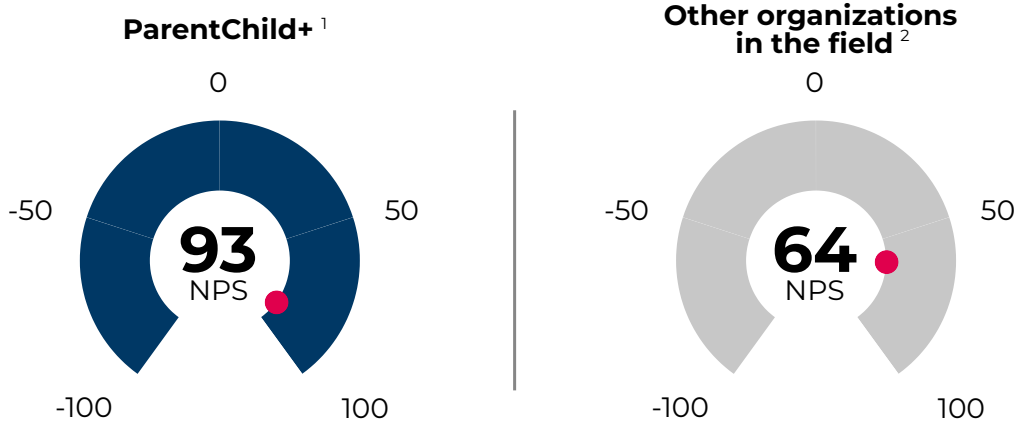
Lifting and integrating community voice

Respondents



Net Promotor Score (NPS)

How likely you would recommend ParentChild+ HBCC program to other home-based child care providers? (Rate 0-10)



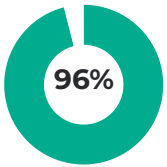
	Detractors (0-6)	Passives (7-8)	Promoters (9-10)	NPS
ParentChild+	2%	3%	95%	93
Benchmark	10%	16%	74%	64

1. Source: 58 respondents from ParentChild+ providers
2. Source: 273 organizations from (7/1/2023-6/30/2024)

* Throughout the report, the number of responses to each question may vary as each of the survey questions are optional
** Appendix including full responses of open-ended responses is available upon request

Program Satisfaction

How well has the ParentChild+ program met your needs? (N=57)



Well and extremely well

How often do the staff in the program treat you with respect (N=57)



usually and always

86%

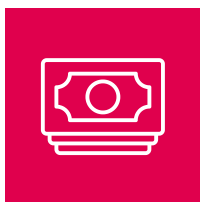
Providers reported the enrollment/intake process with the ParentChild+ HBCC program is very easy or extremely easy (N=56)

N = 56

Recruitment ideas for ParentChild+ HBCC program in the provider community
(N=50)

-  Flyers and social media marketing
-  Word of mouth/testimony
-  Connect with local facilities, agencies, and organizations (e.g., store, playground, school)
-  Referral and recruitment incentives and other funding and benefits
-  Impact advocacy, such as the importance of child care providers and impact on child development

We asked providers what their **challenges** are. Here are the top three:



59%

funding issues
(parents cannot pay, no additional funds for program resources)



43%

being seen as a "babysitter"



33%

licensing regulations

N = 54

Program improvement

Providers indicated our biggest **strengths** are:



Learning knowledge and skills as providers



Providing program materials and activities to help children learn



Supporting children reading and learning

N = 56

Examples of our **strengths**:



Being a home daycare provider can be extremely isolating. Having [ELS] come in and give support, guidance, and added knowledge to help come up with solutions we might be stuck on was an amazing opportunity.



Es muy bueno porque nos ayudan ampliar nuestro conocimientos y nos aportan grandiosas ideas, habilidades y herramientas útiles para el desarrollo integral de los niños.

It's [the program] very good because it helps us amplify our knowledge and provides great ideas, skills, and useful tools for the children's integral development.



Providers indicated ways ParentChild+ can **do better**:¹

12

requested a longer program and **more visits**

2

suggested we expand and **recruit more providers**

6

asked for **more time** for activities, and support with children

2

asked for **more staff**, specifically Spanish speaking staff

4

would like **better follow up** and support after program

1

requested a shorter program and **fewer visits**

2

requested **more program materials**

N = 28

Examples of how we can **do better**:



I would love to see this be something reoccurring. The weeks flew by!



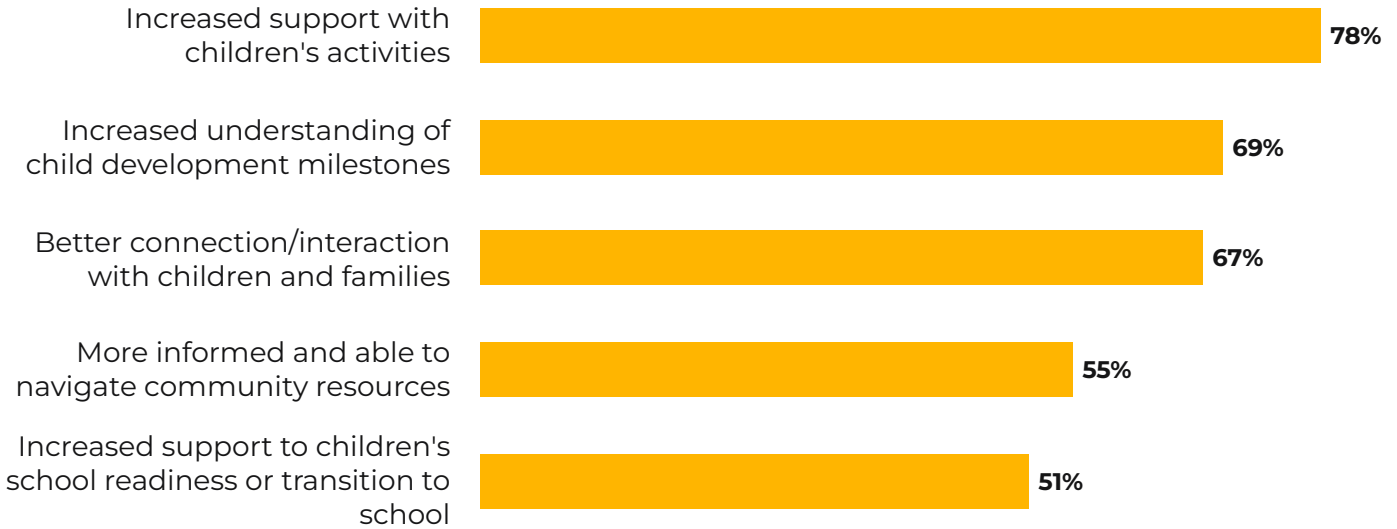
Possibly connect providers to financial resources.



1. 15 of providers complimented the program and had no suggestions for improvements. 12 providers reported N/A or neutral.

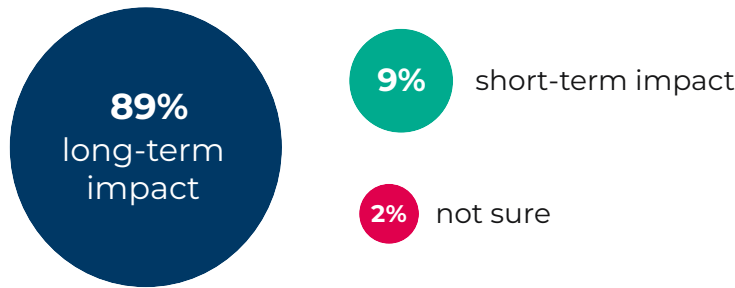
Program impact

Providers reported to achieve the following goals through participation in the ParentChild+ HBCC program:



N = 55

When asked how long the providers thought the goals achieved in the HBCC program will impact their children in care, providers said:



N = 55

Quotes from providers:

“ [ELS] thought about our location and immediately reached out and donated an additional activity table which was extremely thoughtful and considerate and it was also needed I truly appreciated him taking time to do that for us ”

“ ...[ELS] goes above and beyond for us from the very first moment we met her. She always comes as she schedules and she ensures all of the children have the things they need in resources. She never misses a beat with us really. ”

“ [...] cuando el programa ParentChild Care vino a mi programa , eso fue un éxito, porque aunque soy educadora por muchos años, aprendí mucho de la instructora, ya que trajo un sin números de estrategias para ser aplicada al desarrollo [y] aprendizaje de los niños. ”

[...] When the ParentChild Care program came to my program, that was a success, because although I've been an educator for many years, I learned a lot from the instructor [ELS]; since she brought numerous strategies to be applied to the children's development and learning.

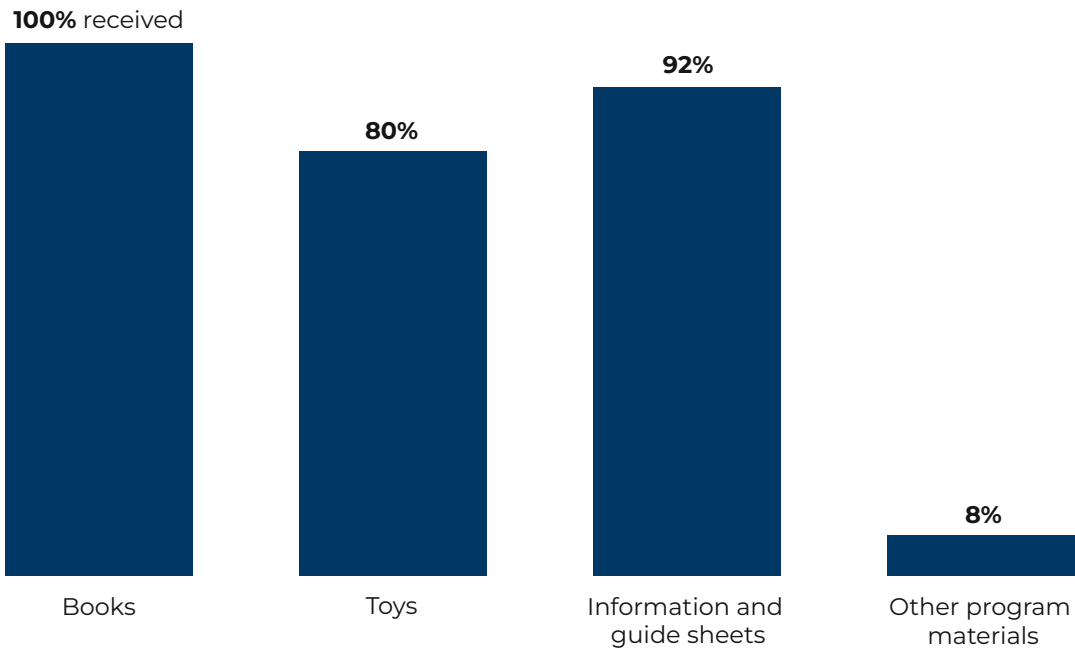


Family feedback

100% of families were aware that their **child care providers were part of ParentChild+ HBCC program**

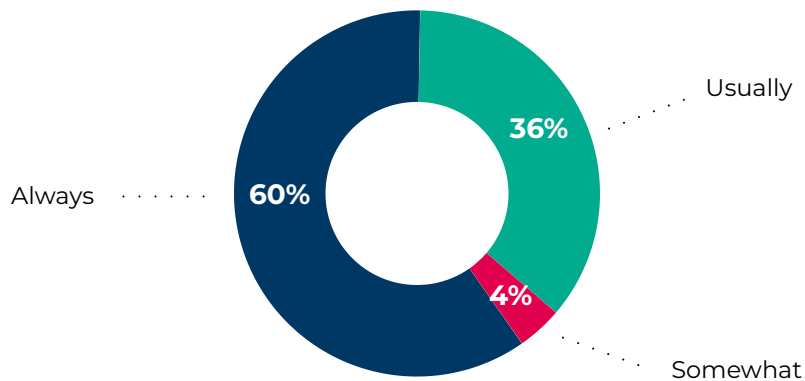
N = 29

93% of families reported they received materials from child care providers, provided by ParentChild+. Of those families:



N = 25

When asked how often they use the materials with their children at home, families said:



N = 25

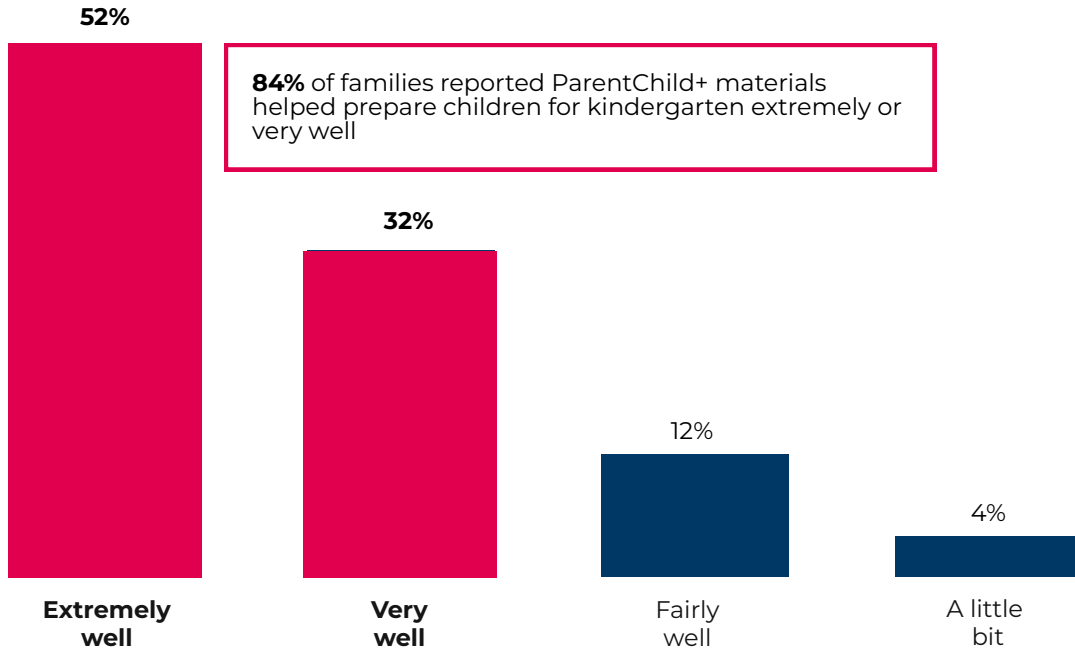


We read the books nightly and incorporate the toys in everyday play

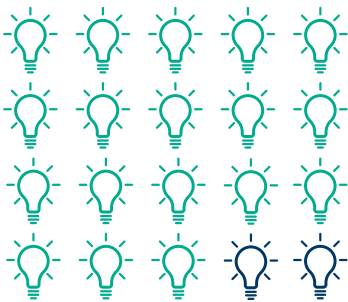


Family feedback

We asked how well materials from ParentChild+ helped families prepare their children for kindergarten. Here's what they said:



N = 25



18 out of **20** families described they used the materials in reading, learning and play activities with their children

N = 20

68% of families were aware of their state's kindergarten readiness standards. Of those families, here is where they've seen these standards:

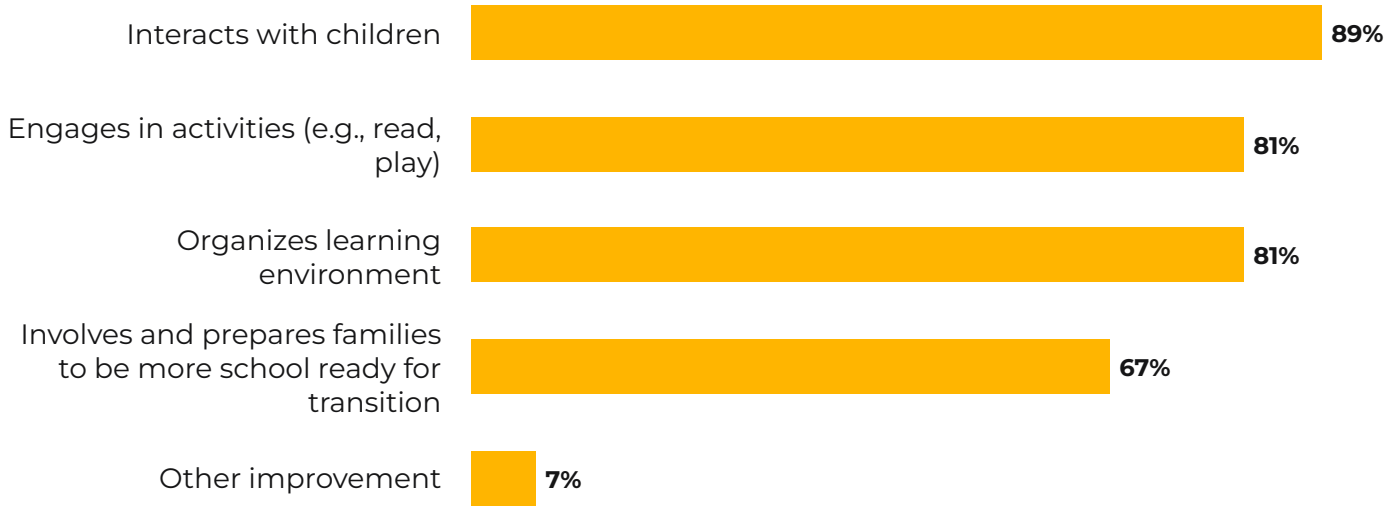


- 4** from their **child care provider**
- 4** from **schools**
- 2** **online**
- 2** from **trainings**
- 1** from **ParentChild+ staff**

N = 19

Family feedback:

Families reported noticing improvements in the ways that their child care provider:



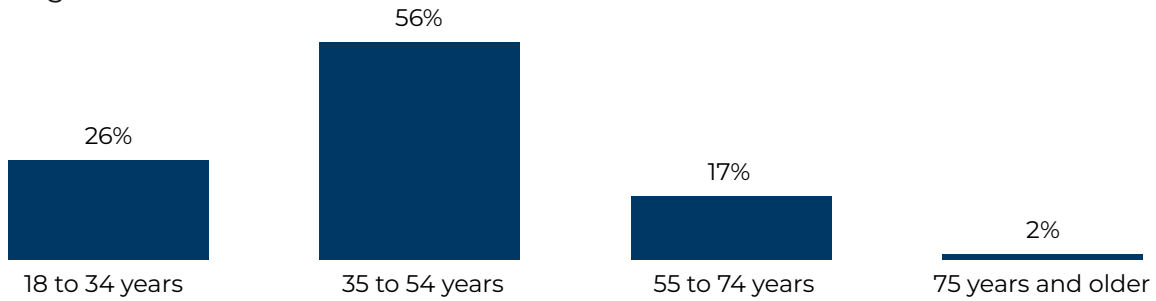
89% of families did not have any suggestions on how ParentChild+ can better support their family. Of the families who did have suggestions, here's what they said:

- 3** requested a longer program and **more visits**
- 2** would like **financial or food support** (e.g., food vouchers)
- 1** recommended **electronic guide sheets**
- 1** requested **workshops** from ParentChild+

N = 19

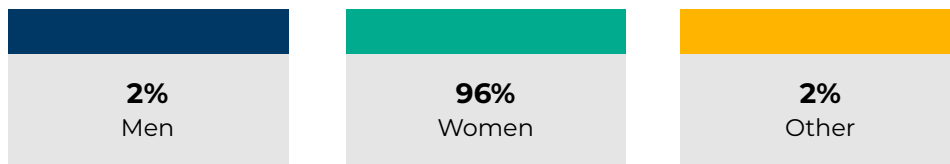
Respondent's demographic information

Providers: Age



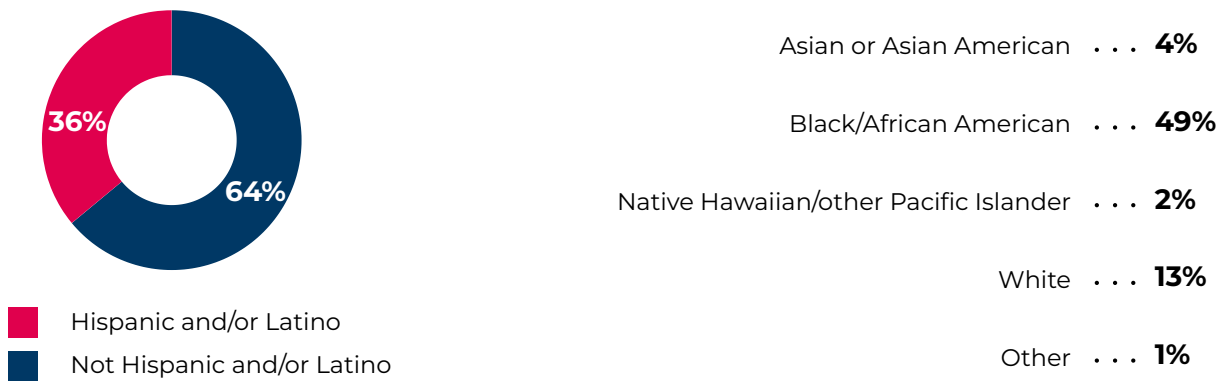
N = 54

Providers: Gender identity



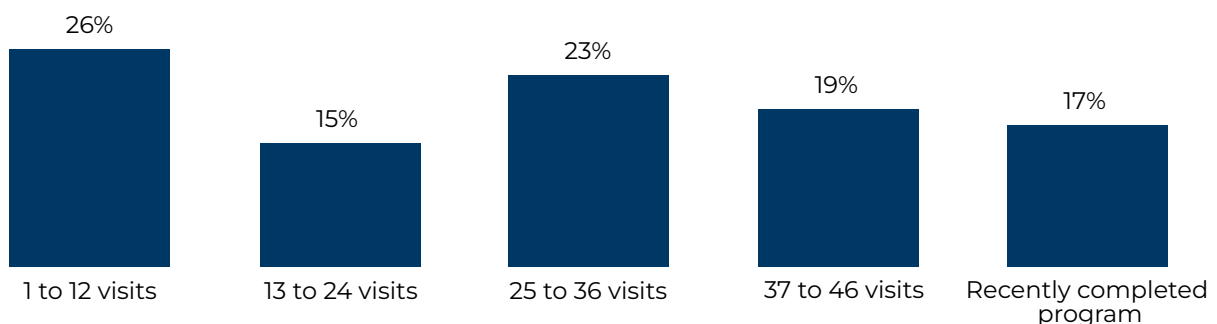
N = 54

Providers: Race/ethnicity



N = 53

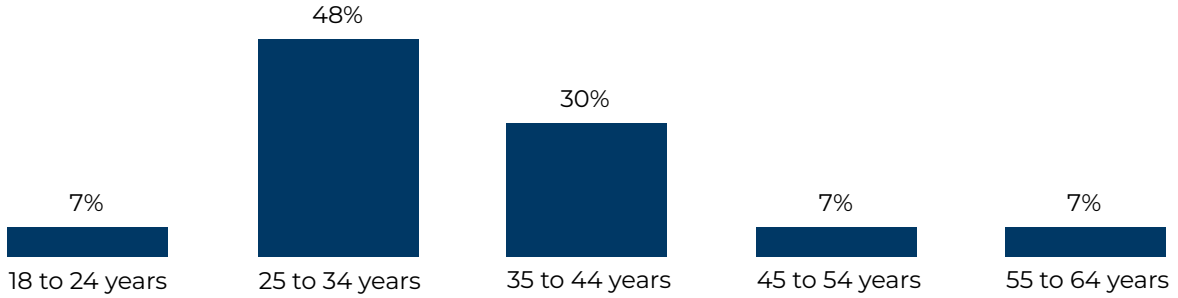
Providers: Number of visits completed



N = 54

Respondent's demographic information

Parents: Age



N = 27

Parents: Gender identity



N = 27


Parents: Race/ethnicity



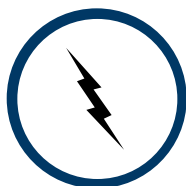
N = 27

Respondent's demographic information

Respondents: State representation

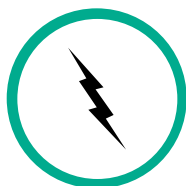
State	Providers	Families
 <p>California</p>	4%	-
 <p>Louisiana</p>	28%	58%
 <p>Massachusetts</p>	19%	19%
 <p>New York</p>	24%	19%
 <p>Ohio</p>	11%	-
 <p>Pennsylvania</p>	2%	-
 <p>Washington</p>	13%	4%

Survey key takeaways & next steps



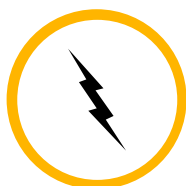
Main findings

- Overall program satisfaction from providers and families are high
- Both providers and families benefit highly from program materials and activities
- One of the improvements to focus on is connecting providers with more resources, especially funding resources



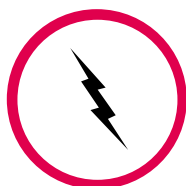
Sharing findings

- Disseminate findings to ParentChild+ network
- Discuss whether findings are representative of the sites and regions
- Make sure providers' and families' voice are being heard
- Identify actionable items using findings and appendix, and share a summary back with the network



Research improvements

- Minimize selection bias for data collection
- Conduct a pilot study on more sites and improve the satisfaction survey including improving question wordings, answer choices and reduce open response questions
- Integrate with the ParentChild+ satisfaction data protocols as part of the standard program data collection in 2024



Programmatic improvements

- Act on agreed actionable items for sites and national center based on the feedback gathered
- Connect providers with more resources during and after program
- Support providers with school transition and school readiness
- Train ELS on state standards of school readiness