## 1. Descriptive Information

## How Should We Conceptualize & Measure Child Care Demand?

For measures of child care demand to be effective, what researchers are measuring needs to align with the needs of states using those estimates. The objective of this Think Tank is to engage in an interactive discussion of the ways that researchers, state administrators, and policy analysts are conceptualizing and measuring "demand" for child care within the context of equitable access to care, especially access for low-income families.

Two facilitators will guide participants in sharing their challenges and opportunities in measuring the demand for child care by ages of children, financial need of families, family characteristics (e.g., employment status) and program eligibility. Current strengths and shortcomings of various approaches will be considered. Through an active and facilitated discussion, we aim to move the field forward in how we measure demand and apply that measurement within a policy context. Proposed questions to encourage discussion include:

- What are ways you have measured child care demand in the past?
- What are the definitional and conceptual challenges in measuring child care demand?
- What successes have you had in measuring demand?
- What challenges have you had in measuring demand?
- What is left out of common approaches? What aren't we capturing that we should?
- What do we know from related literatures about measuring demand that could inform our work?
- What are implications for policymakers and state-level professionals?

Insights gained from the Think Tank will inform future efforts to reconceptualize and measure demand for child care.

#### **Facilitators**

- Tamara Halle, Child Trends
- Sara Anderson, Child Trends

#### Scribe

• Ruth Bowell, ICF

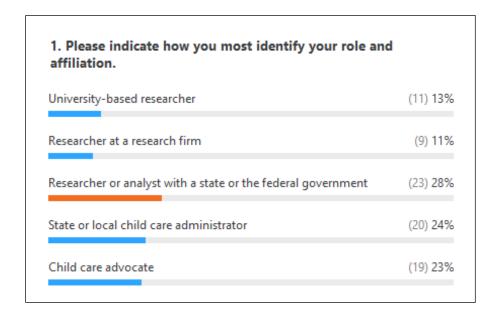
## 2. Documents Available on Website

• How Should We Conceptualize and Measure Child Care Demand?

#### 3. Session Introduction and Poll

- Tamara Halle from Child Trends opened the session and shared PowerPoint slides which provided a brief history of CCEEPRC as well as the purpose and flow of the session.
- The session began with a short poll so the facilitators could understand who is participating in the group discussion. Participants were asked to select how they most identify their role or affiliation by selecting the best response.

#### **Poll Results**



#### Session Purpose

- Spark conversation and sharing of ideas around measuring demand for child care by considering past approaches and brainstorming innovations
- Key question: How should we conceptualize and measure child care demand?

#### **Think Tank Process**

- Share your experiences measuring child care demand
- Share measurement challenges and successes
- Identify ways to overcome challenges
- Identify innovation methods for estimating child care demand
- Introduction and sharing of discussion prompts for Think Tank
- Participants will be assigned to breakout rooms for a facilitated discussion
- Reconvene to share learnings, have further discussion, and discuss next steps

#### Think Tank Discussion

## Common Approach for Defining and Estimating Demand

- Our definition of demand will drive how we measure demand
- Today we will focus on defining demand for care without focusing heavily on the notion of supply of care
- Children within an age range with families within an income range and all parents in household working in labor force

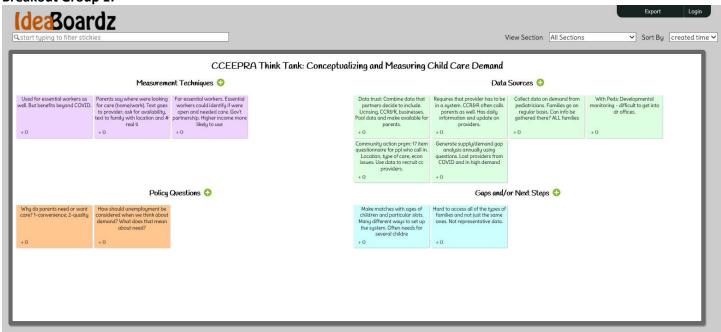
## **Discussion Prompts**

- Promising measurement techniques and data sources for capturing child care demand
- Innovative ways to ask parents about child care needs and preferences
- High priority policy questions about cc demand
- What do we still need to know? What are the gaps and some concrete next steps?

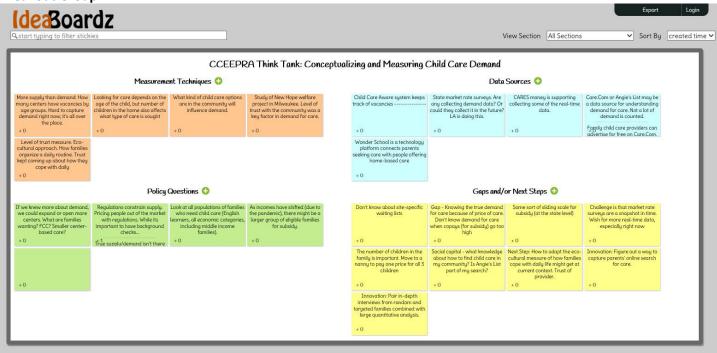
## 4. Breakout Room Facilitated Discussions

Following the introduction, each attendee was assigned to a breakout room to facilitate small group discussions focused on the four discussion prompts. The facilitators used the IdeaBoardz platform to capture the discussion for each of their groups. NOTE: The IdeaBoardz was not saved for one group and is therefore unable to be represented here. (Please note IdeaBoardz for Breakout Group 3 did not save.)

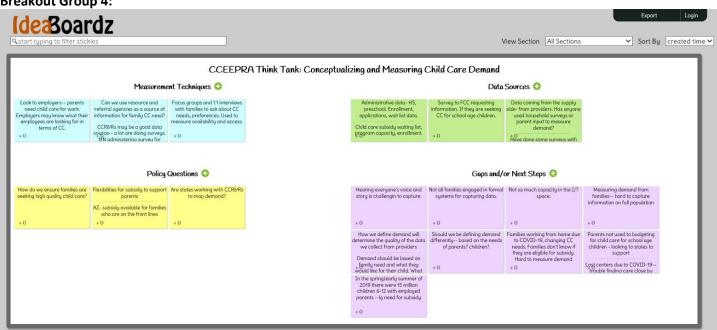
**Breakout Group 1:** 



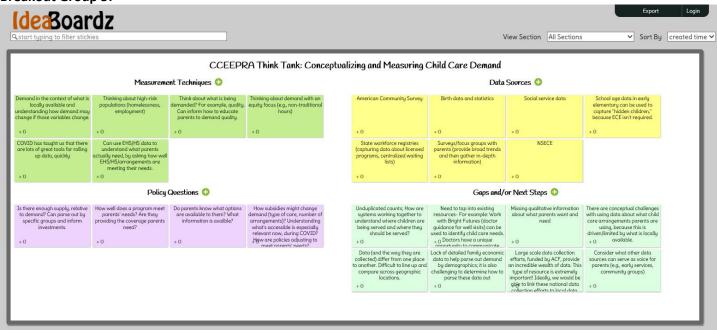
## **Breakout Group 2:**



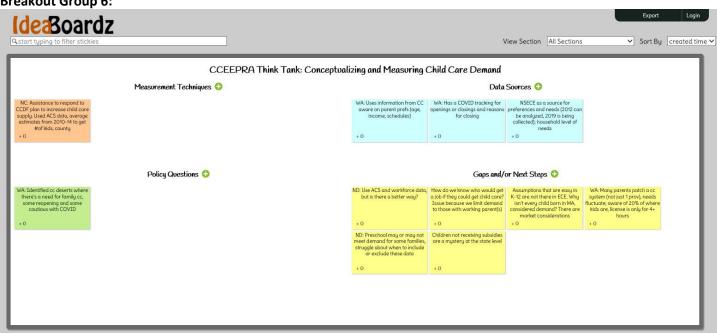
## **Breakout Group 4:**



## **Breakout Group 5:**

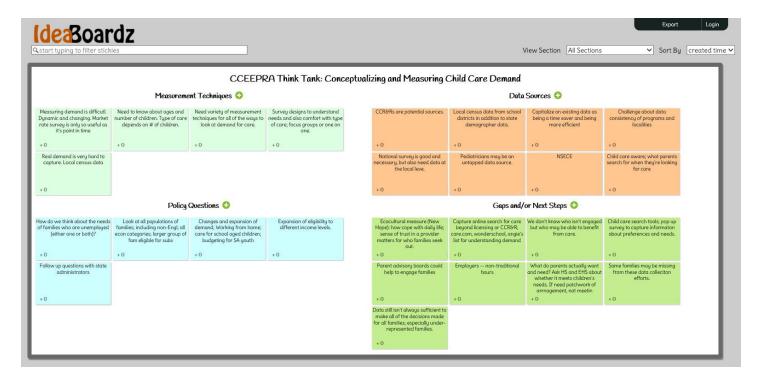


# **Breakout Group 6:**



## 5. Brief Summary of Presentations

As each group presented a summary of discussions held during the breakouts, the highlights were added to a single board by category: Measurement Techniques, Data Sources, Policy Questions, and Gaps and/or Next Steps. Some groups added highlights for some but not all categories. NOTE: The numbers in the next section correspond to the order of each presenting group and do not necessarily correlate to the Breakout Room numbers in previous section.



### **Summary of Presentation #1:**

#### **Policy Questions**

How do we think about the needs of families who are unemployed (either one or both)?

### **Data Sources**

- Use a data trust: Combine data that partners can decide to include. Licensing, CCR&R, businesses. Pool data and make available for parents.
- Example from a Community Action Program in New York: 17 item questionnaire for people who call in. They can provide the location, type of care, and other economic issues. Use data to recruit more child care providers.
- Collect data on demand from pediatricians. Families go on a regular basis. Can all information be gathered there from all types of families?

### **Gaps and Next Steps:**

It is difficult to access all types of families and not just the same ones. Not representative data.

#### **Summary of Presentation #2:**

## **Measurement Techniques**

- Measuring demand is difficult. Dynamic and changing. Market rate survey is only so useful as it's point in time
- Need to know about ages and number of children. Type of care depends on # of children.
- Need variety of measurement techniques for all of the ways to look at demand for care.

#### **Policy Questions**

- Look at all populations of families; including non-English; all economic categories; larger group of families eligible for subsidies
- Changes and expansion of demand; Working from home; care for school aged children; budgeting for school aged youth

## Gaps and/or Next Steps

- Ecocultural measure (New Hope): how cope with daily life; sense of trust in a provider matters for who families seek out.
- Capture online search for care beyond licensing or CCR&R; care.com, Wonderschool, Angie's list for understanding demand

## **Summary of Presentation #3:**

### **Measurement Techniques**

Survey designs to understand needs and also comfort with type of care; focus groups or one on one.

#### **Data Sources**

CCR&Rs are potential sources.

### **Policy Questions**

- Expansion of eligibility to different income levels.
- Follow up questions with state administrators

## Gaps and/or Next Steps

• We don't know who is not engaged but who may be able to benefit from care

## **Summary of Presentation #4:**

## **Measurement Techniques**

Real demand is hard to capture

#### **Data Sources**

- Capitalize on existing data as being a time saver and being more efficient
- Local census data from school districts in addition to state demographic data.

#### Gaps and/or Next Steps

- Child care search tools; pop up survey to capture information about preferences and needs.
- Parent advisory boards could help to engage families
- Employers -- non-traditional hours

#### **Summary of Presentation #5:**

#### **Data Sources**

- Challenge about data consistency of programs and localities
- National survey is good and necessary but also need data at the local level
- Pediatricians may be an untapped data source

# **Gaps and/or Next Steps**

- What do parents actually want and need? Ask HS and EHS about whether it meets children's needs. If families
  need a patchwork of arrangements, they may not be meeting need
- Some families may be missing from these data collections efforts

#### **Summary of Presentation #6:**

# **Data Sources**

- NSECE survey
- Child Care Aware data; what parents search for when they're looking for care

#### Gaps and/or Next Steps

 Data still isn't always sufficient to make all of the decisions made for all families especially under-represented families As the group presentations were made, participants added their thoughts to the Main Room Chat and these included the following:

- From Ivelisse Martinez-Beck: What are the challenges to measuring unemployment accurately and how to address the changing circumstances of households in terms of who is or will be employed over time?
- From Nick Mader Chapin Hall Facilitator: Pediatricians as untapped data source and mechanism for sharing information (especially as a trusted source around health)
- From Holli Tonyan, University Researcher: Pediatricians are such a great idea! Churches might be a good source, too. Many families use word-of-mouth in the community to learn about what is available to search for and demand.
  - What "local" means can vary so much, too. Just over the hill where I live, there is a HUGE difference in what child care is available in what price range which impacts who looks for child care and where.
- From Bronwyn Fees, University Admin, K-State Un.: We have found that not all have access to reliable internet, particularly in rural areas. Surveys need to be completed by phone as well as paper-based surveys are still viable options. thank you!

# 6. Brief Summary of Discussion

### Themes that were noted today

- · Pediatrician as source of data
- National data vs. local data tension
- Importance of making sure we capture information on all types of families are we really getting those families who need the type of care and how do we access those types of families?

Innovative ways that people are currently doing and working towards for measuring child care demand came up today. Based on number of people that were interested in this session and the diversity of backgrounds, this is a really pressing issue.