

# Parents and QRIS: Cross-State Findings



**CHILD CARE POLICY RESEARCH CONSORTIUM**  
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# Overview



- What might we want to know from parents?
  - Their awareness of and perceptions of the QRIS
  - How the QRIS information affects child care decision making
  - How the QRIS levels relate to parental satisfaction and parental perceptions of the quality of care received
- Can we get this information from parents through a survey? How do we ask?
- What kind of results are states seeing?
- What information have you gathered from parents?

# Parent Surveys



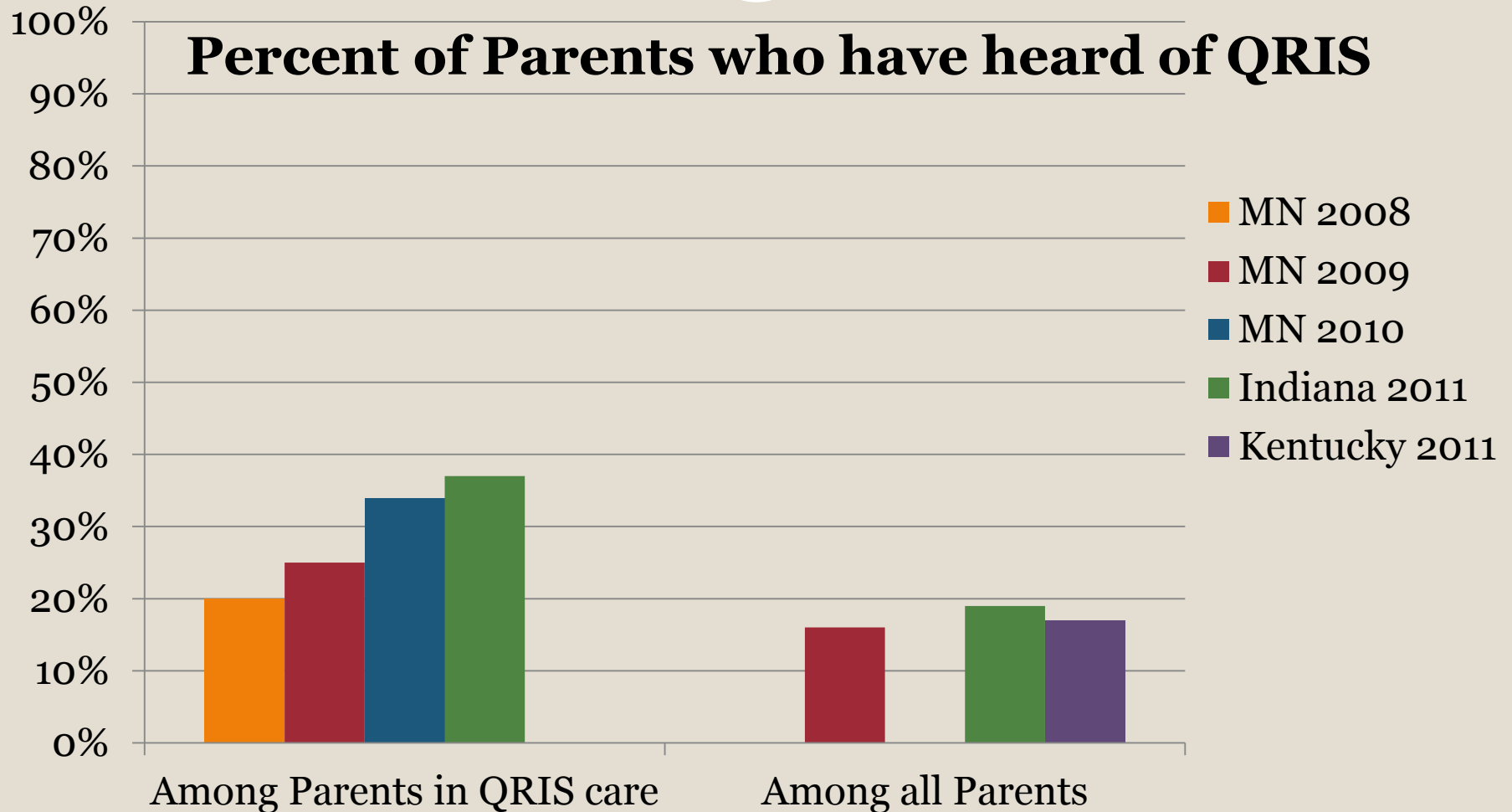
- **Indiana**
  - Two surveys: one with parents whose children are in QRIS-rated programs and one with a random sample of parents from across the state
- **Kentucky**
  - One survey using a random sample of parents
- **Maine**
  - One survey of parents with children in QRIS-rated programs
- **Minnesota**
  - Two surveys: one with parents whose children are in QRIS-rated programs and one with a random sample of parents from across the state

# Awareness of and Perceptions of the QRIS



- *(For QRIS sample)* Is your child's provider in [the QRIS]?
- *(For general sample)* Have you heard of [the QRIS]?
  - How did you first hear about it?
- Have you used [the QRIS]?
  - How helpful was the information describing the quality ratings?
  - How helpful was the information available about specific providers?
  - How many providers or programs did you learn about using [the QRIS]?
  - How easy was it to find the information you needed using [the QRIS]?
- Overall, how satisfied were you with [the QRIS]?

# Most parents have not heard of the QRIS.



\*Children of parents answering this question were enrolled in QRIS-rated programs

# Evaluating the Helpfulness & User-friendliness of QRIS information



## How helpful were the following aspects of the QRIS?

(Among parents in Kentucky who reported using the QRIS info, N=46)

	<b>Extremely helpful</b>	<b>Somewhat helpful</b>	<b>Not very helpful</b>
<b>The information describing the quality ratings</b>	43%	48%	9%
<b>The information available about specific providers</b>	41%	50%	7%

Answering these kind of questions might require a different sampling strategy to reach more parents with experience using the QRIS website and other materials.

# Impact of QRIS on child care decision making

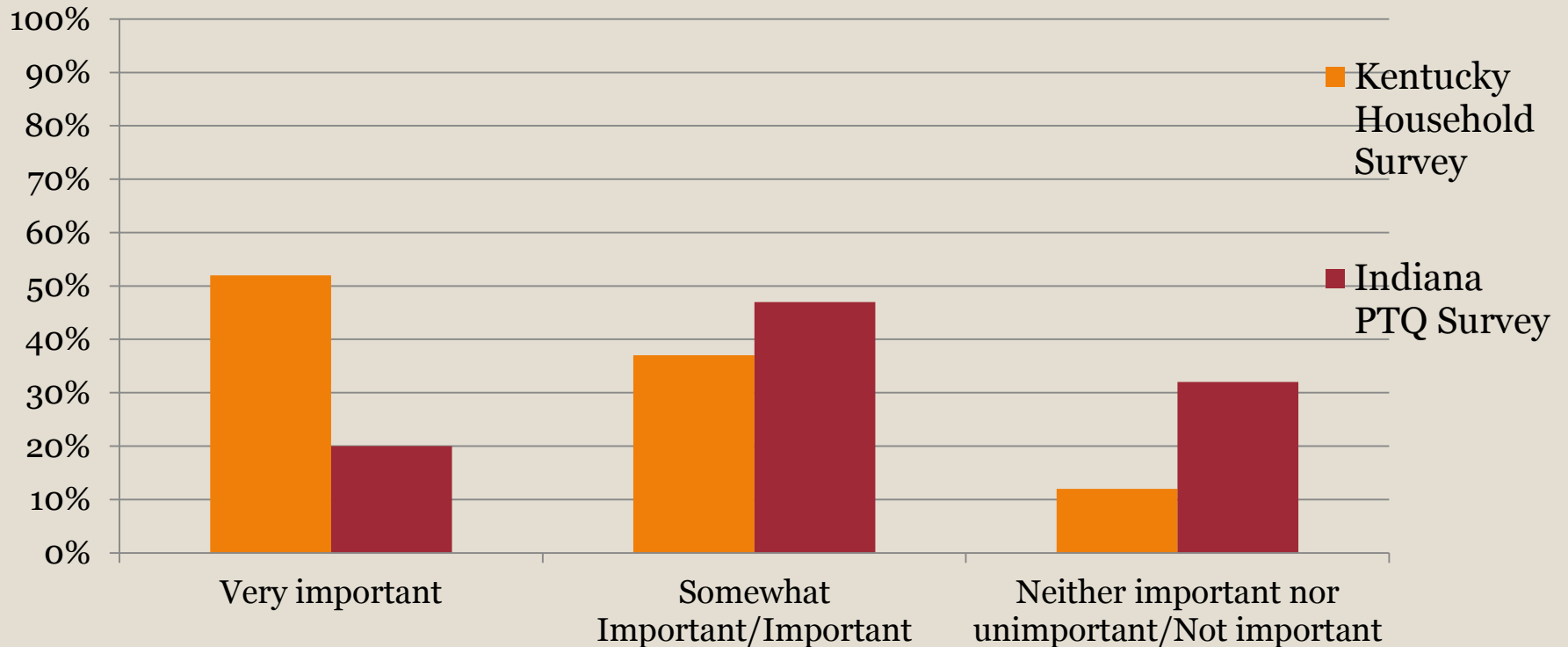


- In your future decision making, how important will a program's [QRIS] level be in your decision?
- Would you be willing to pay more for a provider with a higher level in [the QRIS]?
- How helpful would it be if your community had a child care rating system that would give you information you could use for selecting quality care?

# Most parents say that a QRIS rating would be important in their decision making.



**In selecting child care arrangements for your child, how important is the provider's QRIS rating?**

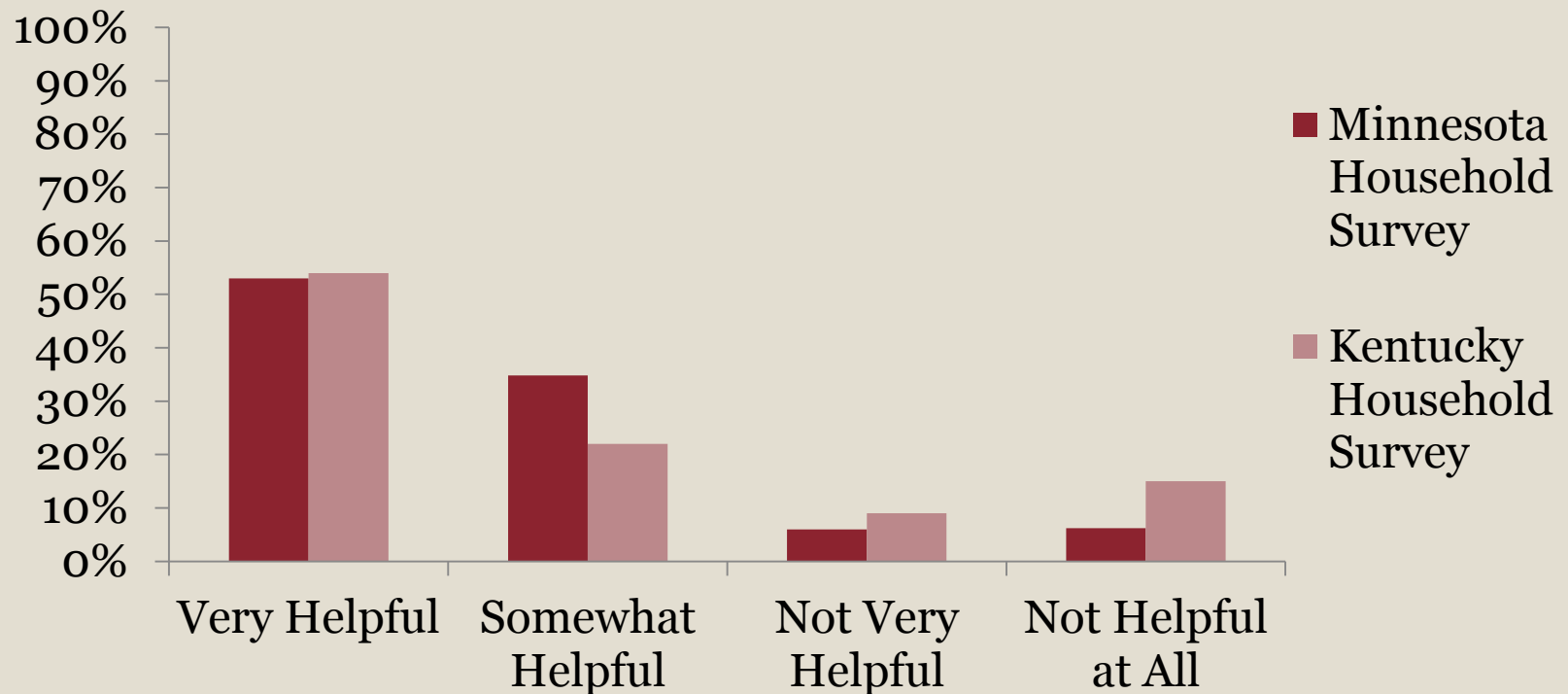




# Most parents would find QRIS info helpful.



- How helpful would it be if your community had a child care rating system that would give you information you could use for selecting quality care?



# Parental satisfaction with quality of care



- Overall, rate the quality of [provider] – Excellent, Good, etc.
- Would you change your present child care arrangements for this child if you could?
- If a friend of yours with a child the same age as your child was thinking about using [provider] to care for his or her child, would you recommend this provider?
- If you could change one thing about [provider] so that it better met your needs or your child's needs, what would you change?
- Moreover, several scales are available to assess parents' perceptions of particular aspects of quality.

# Comparing priorities and perceptions to measure Satisfaction



Thinking about [program name] that [child] attends, how often would you say [program name] does each of these things...

	Never	Rarely	Sometimes	Usually	Always
a. Talk with you each day	<1%	3%	10%	27%	60%
b. Use a curriculum or planning tool for teaching	<1%	<1%	7%	16%	75%
c. Have a lot of books and learning materials.	<1%	<1%	2%	6%	90%
d. Provide a warm and caring environment with positive relationships between teachers and caregivers and children	<1%	<1%	2%	8%	88%
e. Help your child get along with other children	<1%	<1%	3%	13%	83%
f. Track your child's learning and development using an assessment tool	2%	2%	9%	17%	68%
g. Have teachers and caregivers with formal education and training to work with young children	<1%	<1%	5%	20%	70%
h. Have staff that are warm and friendly with your child	<1%	<1%	1%	11%	87%
i. Enroll children from different backgrounds (for example, race, ethnicity and religion)	1%	3%	10%	14%	70%
j. Have caregivers or teachers who speak your family's native language with your child	8%	1%	4%	6%	81%

Source: Parent Aware Evaluation Parent Interview 2010-2011

# Perceptions of parent engagement



- Parents surveys can also serve to validate indicators or constructs in the QRIS.
- Please indicate whether or not you received each of the following services from your child care provider:
  - I was given a handbook that describes the program.
  - I was given information about local health or human services that may be helpful for me and for my child(ren)/family.
  - I was given information in a language that I understand.
  - Program has a parent advisory/involvement group.
  - Program does a survey with parents at least once a year.
  - The program offers daily written communications about your child's day.

Item	Percent “YES”	Program Type Analysis by Step Level FCC – Family Child Care...CBC – Center Based Care... HS – Head Start
<p><b>Given a handbook that describes the program.</b> (n=1,766)</p>	<p><b>93%</b></p>	<p>At Step One, 84% of parents served by FCC reported getting a handbook compared to 92% of those served by CBC (p=.014). At Step Three, 88% of FCC reported getting a handbook compared to 96% of CBC and 98% of HS programs (p=.007). No differences noted for Steps Two and Four program types.</p>
<p><b>Given information about local health or human services that may be helpful for me and for my child(ren)/family.</b> (n=1,752)</p>	<p><b>49%</b></p>	<p>At Step One, 40% of parents served by FCCs receive this information compared to 28% of those served by CBCs (p=.027). At the Step Three level; FCC 51%, CBC 54% and <b>HS 85%</b> (p=.000). Similar at Step Four, FCC 51%, CBC 58%% and <b>HS 88%</b> (p=.000).</p>
<p><b>I was given information in a language that I understand.</b> (n=1,758)</p>	<p><b>98%</b></p>	<p>No differences by program type.</p>

<b>Item</b>	<b>Percent “YES”</b>	<b>Program Type Analysis by Step Level</b> <b>FCC – Family Child Care</b> <b>CBC – Center Based Care</b> <b>HS – Head Start</b>
<b>Program has a parent advisory/involvement group (n=1,750)</b>	47%	Differences at each Step Level, and for all Step levels only 15% of parents served by FCC programs reporting advisory/involvement groups, compared to 50% for centers and 89% for HS programs.
<b>Program does a survey with parents at least once a year (n-1,754)</b>	57%	Differences are evident at Steps Three and Four, and for all Step levels 49% parents served by FCC programs report a survey is done compared to 54% of centers and 86% of HS settings.
<b>The program offers daily written communications about your child's day. ( n = 1,752)</b>	46%	Differences are evident at Steps Three and Four, and for all Step levels 46% parents served by FCC programs report a survey is done compared to 48% of centers and 41% of HS settings.

# Discussion



- How has your state measured parental engagement in QRIS?
- What questions have been most/least effective?
- Should our measures vary based on the goals of the QRIS?
- Should our measures vary based on the outreach and marketing campaigns to parents?
- What are reasonable expectations or goals for parent engagement with a QRIS?