

Provider Perceptions of Parent Aware: Minnesota's Quality Rating and Improvement System

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Parent Aware Provider Perceptions

Executive Summary

Parent Aware, Minnesota's Quality Rating and Improvement System (QRIS), is intended to engage, rate, market, and support quality improvement in early care and education (ECE) programs. Quality improvement that supports children's well-being and school readiness is a primary goal and purpose of Parent Aware. The engagement of ECE providers and their participation in meaningful improvement efforts are critical to the success of Parent Aware. Data documenting providers' experiences and perceptions can inform decision-making about the implementation of Parent Aware, including the design of recruitment strategies and the development of incentives for participation and quality improvement.

The purpose of this summary is to report key findings from surveys of ECE providers regarding participation in Parent Aware. Administered in June 2018, the surveys gathered data from currently Rated and previously participating Parent Aware providers. These providers answered questions about their motivation for participating, their experiences, and changes they have made to their program as a direct result of participating in Parent Aware. Additionally, providers eligible to participate but not yet enrolled in Parent Aware were surveyed about their reasons for not participating currently and reasons they may participate in the future.

Key Findings

Most programs are motivated by the financial incentives to join Parent Aware.

- Programs participating in the Full-Rating Pathway reported that their primary reasons for joining Parent Aware are to receive Parent Aware Grants (up to \$1000 for a Building Quality Grant and up to \$2,500 for a Full-Rating Grant) and to access Early Learning Scholarships. Programs participating in the Automatic and Accelerated Pathway process reported that their primary reason for joining Parent Aware is to access Early Learning Scholarships.
- Over half of non-rated providers (53%) reported that having access to free or low-cost training would affect their decision to join Parent Aware. Non-rated providers also reported that they would join to access Parent Aware Grants (39%). When asked if they would consider joining Parent Aware, however, 59 percent said "No," 14 percent said "Yes," and 28 percent said they "Don't Know".
- Providers previously participating in the Full-Rating Pathway ranked Early Learning Scholarships (38%) and Full-Rating Grants (35%) as the primary reasons they joined Parent Aware. These providers reported that the primary reason they did not pursue a Re-Rating in Parent Aware was the amount of time and staff resources needed to complete the application (28%). When providers were asked what would motivate them to re-join Parent Aware, the most frequent response referred to access to Parent Aware Grants and other financial incentives.

Experiences with Parent Aware

Providers report high levels of satisfaction with Parent Aware.

- More providers in the Automatic and Accelerated Pathway (89%) and Full-Rating Pathway (86%) reported a positive impression of Parent Aware compared to previously participating providers (42%).
- Full-Rating Pathway providers reported that the most helpful support they received from Parent Aware was working with their Quality Coach (94%), followed by access to free or low-cost training (86%), and access to Parent Aware Grants (74%).

- Most Automatic and Accelerated Pathway providers reported they will reapply for a Rating when their Rating expires (94%), compared to about three quarters of Full-Rating Pathway providers (77%).
- Automatic and Accelerated (59%) and Full-Rating Pathway (69%) providers agreed with the statement that their program is of higher quality because of joining Parent Aware.

Providers report they made changes to their program as a direct result of participating in Parent Aware.

- Just over half of Automatic and Accelerated Pathway programs (55%) and over eighty percent of Full-Rating Pathway providers (83%) reported changes with respect to being more intentional about the activities they planned for children and paying more attention to how interactions between adults and children promote children's learning; providers also reported their belief in the importance of their role to kindergarten readiness.
- The most frequent change Full-Rating Pathway providers reported making was purchasing supplies for their program (89%).
- Automatic and Accelerated (81%) and Full-Rating Pathway (85%) providers reported that they tell families in their program about Parent Aware, but only about half of these providers agreed that families choose their program because of Parent Aware (50% and 46% respectively).
- Almost two thirds of Automatic and Accelerated Pathway programs (62%) and over half of Full-Rating Pathway providers (58%) reported that Parent Aware has been beneficial to families they serve.

Providers want to see some changes implemented to Parent Aware.

- The most frequently recommended improvement to Parent Aware reported by Automatic and Accelerated Pathway respondents was to streamline the Rating and renewal process (32%).
- When providers were asked what changes they would like to see implemented to the Parent Aware Full-Rating Pathway, the most frequent response was about access to Parent Aware Grants and Early Learning Scholarships (31%), especially for providers earning a Four-Star Rating. These providers (17%) also reported concerns about the paperwork required to earn a Rating. They would like to have the paperwork simplified and to have more flexibility with deadlines.

Recommendations

Leverage information about the positive supports providers value most when recruiting new providers.

- Providers reported that access to Parent Aware Grants and Early Learning Scholarships are key factors in their decision-making to join Parent Aware. Full-Rating Pathway providers reported that the support of Quality Coaches was the most helpful aspect of Parent Aware. When recruiting providers to participate, Parent Aware implementers can highlight these tangible benefits. Other benefits of participating in Parent Aware that may resonate with providers include the changes that Rated Programs report making to their practices as a direct result of participating in Parent Aware.

Consider providers' recommendations when implementing changes to Parent Aware.

- Automatic, Accelerated and Full-Rating Pathway providers recommended that the Parent Aware application and renewal process be streamlined and simplified. Parent Aware implementers can consider opportunities to improve the process, especially for Full-Rating Pathway providers, who were less likely than other Rated providers to report that they planned to pursue a Re-Rating in Parent Aware (77% compared to 94% of Automatic and Accelerated Pathway programs).

- Full-Rating Pathway providers recommended changes to how Parent Aware Grants are awarded. These providers may feel dis-incentivized to achieve a Four-Star Rating because grants are awarded only to providers who earn a One-, Two-, or Three-Star Rating. While providers with a Four-Star Rating do have access to Early Learning Scholarships or tiered reimbursement, Parent Aware implementers can consider additional options for Four-Star Rated programs, including Parent Aware Grants and other financial and nonfinancial incentives.

Methodology and data sources

Directors, family child care providers, and program managers who completed the online surveys during a two-week period in June 2018 were from the following four categories of early care and education programs:

1. Head Start programs and public school districts' voluntary Prek programs with a current Rating achieved through the Automatic Pathway process; public school prekindergarten programs (meeting School Readiness Standards), accredited community-based child care centers, and accredited family child care providers with a current Parent Aware Rating achieved through the Accelerated Pathway process (n = 281/670; 42% response rate)
 - a. Head Start (n = 14)
 - b. Public school prekindergarten (n = 133)
 - c. Child care centers (n = 120)
 - d. Family child care providers (n = 13)
 - e. Unknown (n = 1)
2. Full-Rated Parent Aware licensed child care centers and family child care providers Rated as of January 2018 (n = 517/1194; 43% response rate)
 - a. Child care centers (n = 116)
 - b. Family child care providers (n = 390)
 - c. Unknown (n = 11)
3. Eligible providers who have never participated in Parent Aware (n = 802/5916; 14% response rate)
 - a. Family child care providers (n = 713)
 - b. Child care centers (n = 89)
4. Providers who previously participated in Parent Aware (n = 46/357; 13% response rate)
 - a. Child care centers (n = 16)
 - b. Family child care providers (n = 23)
 - c. Unknown (n = 7)

Overview and Purpose

Parent Aware, Minnesota's Quality Rating and Improvement System (QRIS), is intended to engage, rate, market, and support quality improvement in early care and education (ECE) programs. Although most states use QRIS to support providers' practices and professional development, Parent Aware is unique in that it is a voluntary QRIS. It became available to ECE programs in all 87 counties as of January 1, 2015, following a gradual rollout that started in 2012. Quality improvement that supports children's well-being and school readiness is a primary goal of Parent Aware. The engagement and participation of ECE programs in Parent Aware can contribute to meaningful improvement efforts that are critical to its success. Data documenting providers' experiences and perceptions can inform decision-making about implementation of Parent Aware, including the design of recruitment strategies and development of incentives for participation and quality improvement.

The purpose of this report is to present findings from surveys of ECE providers about Parent Aware. Surveys were administered to currently Rated and previously participating Parent Aware providers to gather data about their participation in Parent Aware, including their motivation for participating, their experiences thus far, and changes they have made to their program as a direct result of participating in Parent Aware. Additionally, providers eligible to participate but not yet enrolled in Parent Aware were surveyed about their reasons for not participating currently and reasons they may participate in the future. Findings are described separately for four provider types:

1. Providers participating in the Automatic and Accelerated Pathway
2. Providers participating in the Full-Rating Pathway
3. Providers eligible for a Full-Rating Pathway Rating but not currently enrolled in Parent Aware
4. Providers who previously participated in Parent Aware but no longer participate

This report, the fourth in a series about providers' perceptions and experiences with Parent Aware, reflects data collected in the summer of 2018.¹ Most questions from the 2018 survey remained consistent with the previous three surveys in order to observe trends or changes in perceptions and experiences. However, a fourth group of previously participating providers were surveyed for the first time in 2018. Where possible, notable differences (changes of 10 percentage points or greater) from 2015 to 2018 are highlighted in the report, as are trends across the 2013, 2014, 2015, and 2018 surveys. Additionally, some results in the Automatic, Accelerated and Full-Rating Pathway samples are presented by provider type to determine if providers' perceptions of Parent Aware differ by provider type. Appendix A contains detailed tables of providers' demographic characteristics. Appendix B contains a series of tables displaying data from all four data collection periods. Appendix C contains a series of tables displaying data from the Automatic, Accelerated and Full-Rating Pathway samples analyzed by provider type. The Appendices contain all the items presented in this report in addition to items not highlighted in the main text.

Sample description

Directors, family child care providers, or program managers asked to complete an online survey were from the following four categories of ECE programs:

1. Head Start programs and public school districts' voluntary Prek programs with a current Parent Aware Rating achieved through the Automatic Pathway process; public school prekindergarten programs (meeting School Readiness Standards), accredited community-based child care centers, and accredited family child care providers with a current Parent Aware Rating achieved through the Accelerated Pathway process (n = 281)

¹ The previous reports were issued in 2013, 2014, and 2015.

2. Full-Rating Pathway licensed child care centers and family child care providers Rated as of January 2018 (n = 517)
3. Eligible providers who have never participated in Parent Aware (n = 802)
4. Providers who previously participated in Parent Aware (n = 46)

Survey description

The survey included questions to assess the following topics:

- General program characteristics
- Motivations for participating in Parent Aware
- Experiences with Parent Aware
- Perceptions of Parent Aware
- Changes made as a direct result of participating in Parent Aware

Report structure

The report is presented in four sections to highlight findings from four different provider types:

- Providers participating in the Automatic and Accelerated Pathway process
- Providers participating in the Full-Rating Pathway process
- Providers eligible for a Full-Rating Pathway rating, but not currently enrolled in Parent Aware
- Providers previously participating but are no longer in Parent Aware

Limitations

The primary limitation of this study is that the sample reflects providers who registered an email address with Parent Aware and who had access to the internet to complete the survey in English.

Automatic and Accelerated Pathway Providers

Head Start and public school districts' voluntary Prek programs are eligible for the Automatic Pathway. Public school prekindergarten programs meeting School Readiness Standards, accredited child care centers, and accredited family child care providers are eligible to participate in Parent Aware through the Accelerated Pathway. A greater understanding about why these programs participate and their experiences in Parent Aware is helpful for assessing the programs' potential to remain in Parent Aware and addressing any challenges to their ongoing participation.

The survey was administered online in June 2018 and remained open for two weeks. Providers' email addresses were obtained from the Minnesota Department of Human Services. Providers were emailed a link to the online survey, and two email reminders were sent asking providers to complete the survey. In total, the survey was emailed to 670 Automatic and Accelerated Pathway providers. The response rate was 42 percent.² Respondents identified themselves as follows:

- Head Start (grantee director, center managers; n = 14)
- Public school prekindergarten (school administrators, early education center coordinators, school readiness coordinators, program coordinators, program directors, community education directors, lead teachers; n = 133)
- Child care center (owners, regional directors, center directors, assistant directors, center managers, school administrators, education supervisors, program coordinators, lead teachers; n = 120)
- Family child care providers (n = 13)
- Other (n = 1)³

Key findings

- Eighty-nine percent of respondents report having an overall positive impression of Parent Aware.
- The most frequently cited top reason for joining Parent Aware was *"To access Early Learning Scholarships."*
- Forty-eight percent of respondents reported that their licensor was familiar with Parent Aware, and nearly one third (30%) reported talking to their licensor about Parent Aware.
- The most frequently recommended improvement to Parent Aware (noted by 32% of respondents) was to streamline the Rating and renewal process.

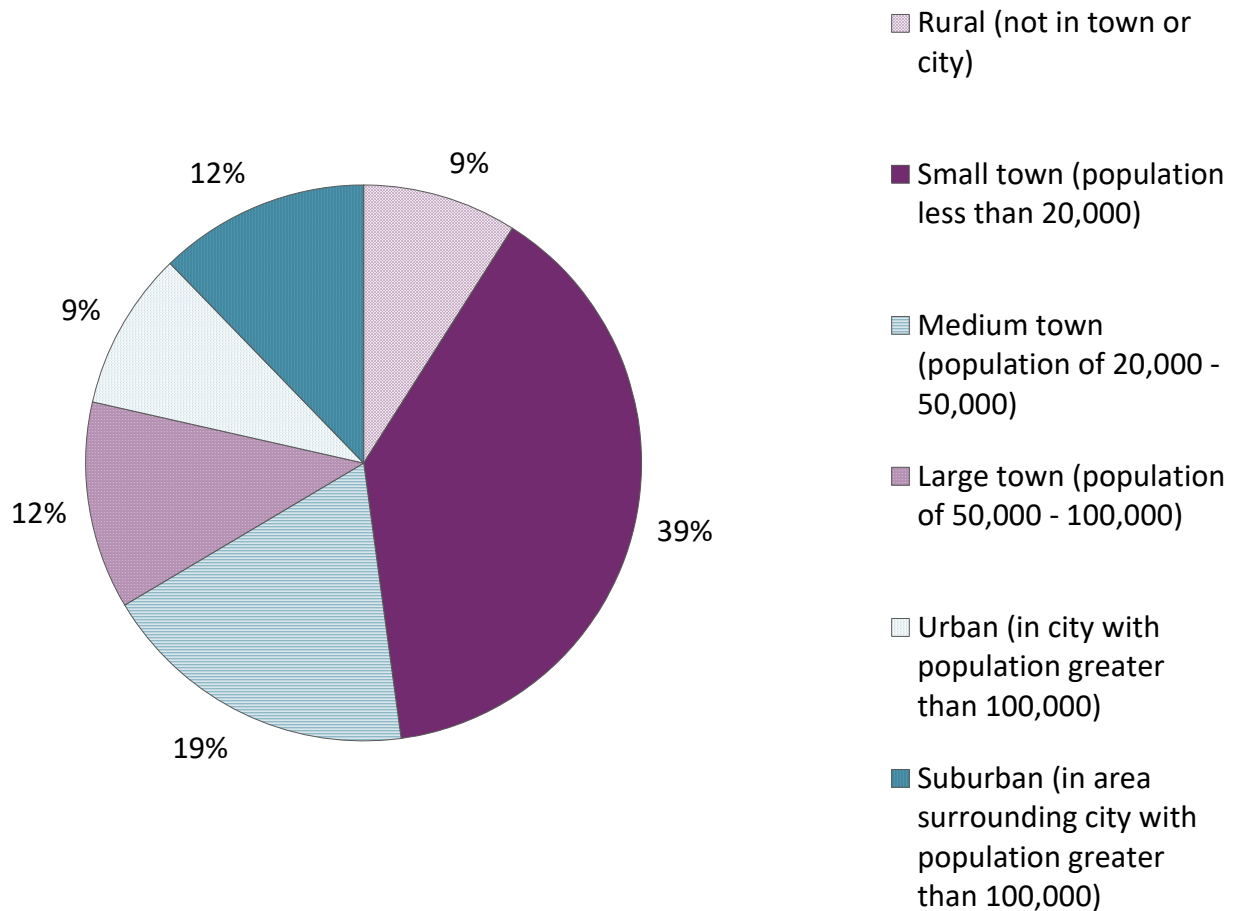
Respondents

Respondents were asked to describe the area in which their program is located. The majority of respondents reported that their program is located in a small town (36%) or in an urban or suburban area (19% and 18%, respectively). Other responses are displayed in Figure 1.

² Five providers consented to the survey but did not answer any questions. They are not included in the response rate.

³ One provider's response was "director of preschool program" at an unknown Automatic and Accelerated program.

Figure 1. Locations of Automatic and Accelerated Pathway Respondents (n = 252)



Source: Automatic and Accelerated Pathway Provider Survey, 2018, Child Trends

Reasons for participating in Parent Aware

Respondents were asked to rank order eight possible reasons for joining Parent Aware, with the top-ranked reason being the primary reason they joined. Figure 2 shows first-ranked reasons for joining Parent Aware, followed by the percentage of respondents who identified each as their primary reason for joining. For each reason, the numerator displayed reflects the number of respondents who indicated it was their number one reason for joining; the denominator reflects the number of respondents who included that reason in their list of rankings. Denominators vary, illustrating that some reasons were cited more frequently as a ranked reason.⁴

⁴ The same online web-based tool was used to administer the survey in 2013, 2014, 2015, and 2018. However, in 2015 and 2018, the format of the question varied slightly from a respondent/user perspective. Respondents were asked to drag reasons into a ranked order. The denominator for each reason reflects the number of respondents who actively ranked that item anywhere in their list of reasons for joining Parent Aware. Respondents did not have to rank each reason, so the denominators vary.

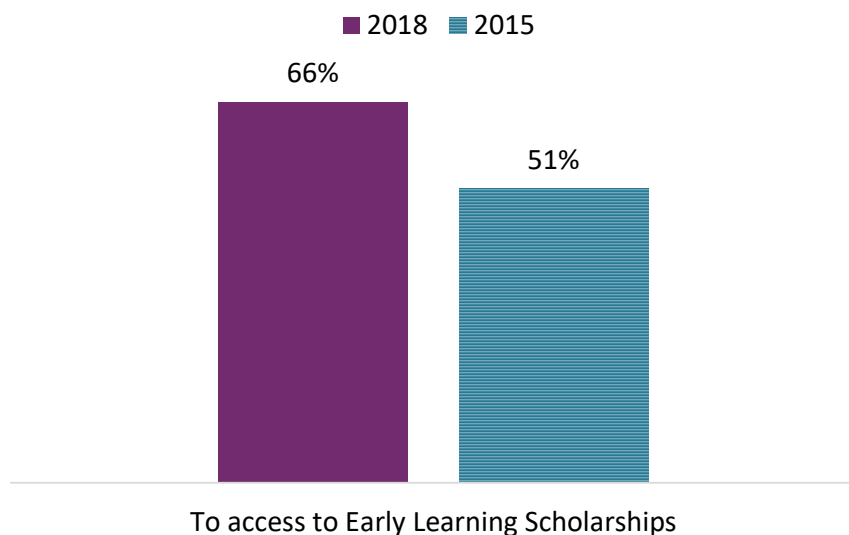
Two thirds of respondents (66%) reported that access to Early Learning Scholarships⁵ was their top-ranked reason for joining Parent Aware. In the 2013, 2014, and 2015 Provider Perceptions surveys, respondents also reported that their number one reason for joining Parent Aware was to access scholarships. However, there was a notable increase from 2015, in which 51 percent of respondents reported Early Learning Scholarships as their first-ranked reason for joining (see Figure 3).

Figure 2. Automatic and Accelerated Pathway Providers' Reported Top-Ranked Reason for Joining Parent Aware

- To access Early Learning Scholarships – 66% (n = 125/189)
- To better attract families to my program – 19% (n = 29/156)
- To access higher CCAP reimbursement rates – 14% (n = 20/147)
- It is important for my professional development/professionalism – 14% (n = 15/105)
- I joined Parent Aware for another reason not listed – 12% (n = 15/127)
- Someone else in my organization required my program to participate – 12% (n = 14/119)

Source: Automatic and Accelerated Pathway Provider Survey, 2018, Child Trends

Figure 3. Notable Change in Survey Responses from 2015 to 2018



Source: Automatic and Accelerated Pathway Provider Survey, 2018, Child Trends

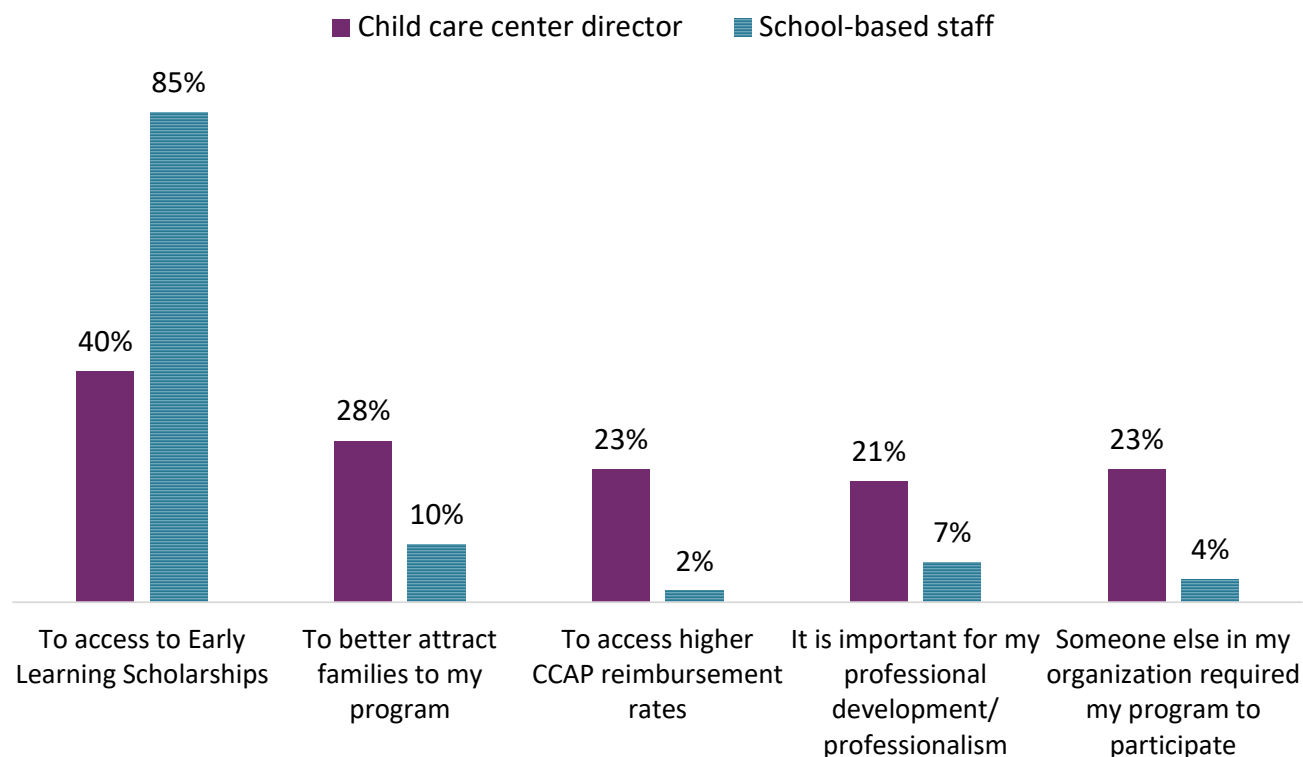
Automatic and Accelerated providers' top-ranked reasons for joining Parent Aware were also examined by provider type.⁶ As seen in Figure 4, access to Early Learning Scholarships was the number one reason for both school-based staff (85%) and child care center directors (40%); however, considerably more school-based staff than center directors reported this reason. While about one fourth of center directors (28%) reported they joined to better attract families to their program, fewer school-based staff (10%) did

⁵ The Early Learning Scholarships Program was established to close the opportunity gap by increasing access to high-quality early childhood programs (MN Status 124D.165). For more information, visit the Minnesota Department of Education website: <https://education.mn.gov/MDE/fam/elsprog/elschol/>

⁶ Because of the small sample sizes of Head Start and family child care programs, comparisons were made only between child care centers and public school prekindergarten programs.

so. More center directors (23%) than school-based staff (2%) ranked access to higher Child Care Assistance Program (CCAP) reimbursements as a top reason for joining.⁷

Figure 4. Top-Ranked Reasons for Joining Parent Aware Across Provider Type



Source: Automatic and Accelerated Pathway Provider Survey, 2018, Child Trends

Experience with Parent Aware

Automatic and Accelerated respondents were asked to rate their level of agreement with statements about their experiences with Parent Aware (see Table 1). The majority of respondents reported that the Rating they received was fair (96%) and accurately reflects the program's quality (94%). The majority also reported that they will reapply for a Rating when their Rating expires (94%) and would recommend that other programs join Parent Aware (75%).

Over half of respondents (56%) reported that the Parent Aware application process was easy and their teachers are able to find the trainings they need for Parent Aware (53%). Respondents also reported making changes to their program as a result of joining Parent Aware (56%).

Forty-eight percent of respondents reported that their licensor was familiar with Parent Aware, and one third reported talking to their licensor about Parent Aware (30%).⁸ These were notable increases from 2015, when 33 percent and 18 percent of respondents, respectively, reported these findings, and they suggest that licensors are playing a more active role in Parent Aware implementation.

⁷ The percentages shown reflect the number of respondents who ranked the reason as their number one reason for joining, divided by the number of respondents who included that reason in their total list of rankings. Respondents did not have to rank each reason, so the denominators vary

⁸ It is important to note that licensing does not apply to some of the provider types, which explains the slightly lower number of respondents in these items.

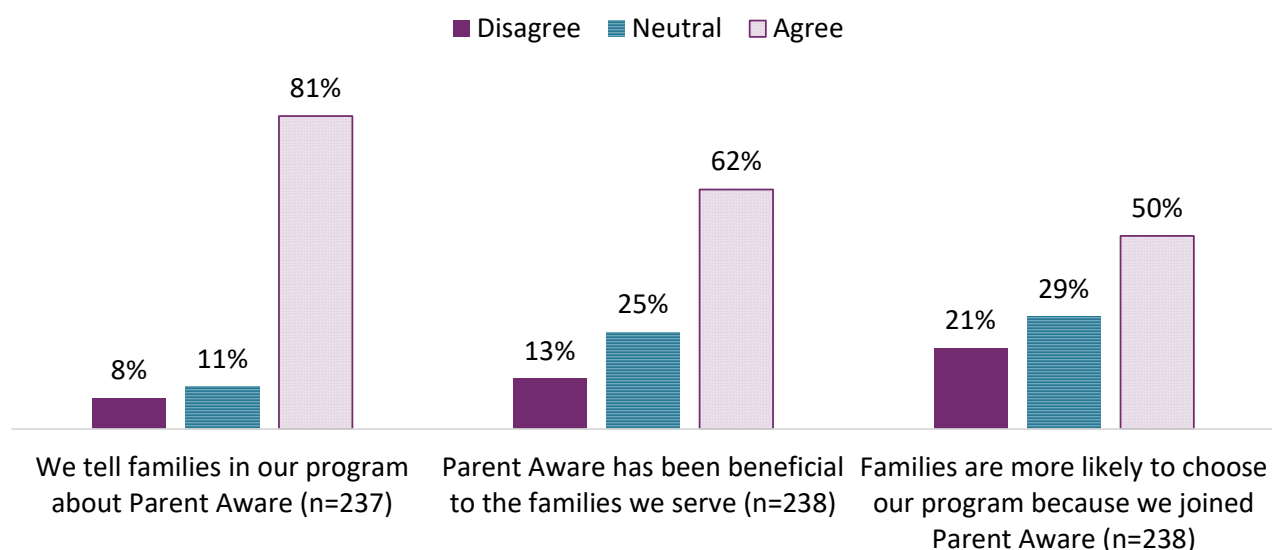
Table 1. Automatic and Accelerated Pathway Providers' Experiences with Parent Aware

	Disagree	Neutral	Agree
The Rating I received was fair. (n = 237)	2%	2%	96%
The Rating my program received accurately reflects my program's quality. (n = 237)	4%	3%	94%
We plan to apply for Parent Aware in the future when my Rating is set to expire. (n = 237)	3%	4%	94%
I would recommend that other programs join Parent Aware. (n = 239)	9%	16%	75%
We made changes to our program as a result of joining Parent Aware. (n = 238)	22%	22%	56%
The Parent Aware application process was easy. (n = 237)	25%	19%	56%
Teachers are able to find the professional development trainings they need. (n = 237)	22%	26%	53%
My licensor is familiar with Parent Aware. (n = 219)	7%	45%	48%
I have talked to my licensor about Parent Aware. (n = 220)	23%	47%	30%

Source: Automatic and Accelerated Pathway Provider Survey, 2018, Child Trends

Respondents were asked about the extent to which Parent Aware is part of their marketing strategies. The majority of respondents reported that they tell families about Parent Aware (81%) and that Parent Aware has been beneficial to families in their programs (62%). Half of respondents agreed that a Parent Aware Rating is drawing families to their program (50%; see Figure 5).

Figure 5. Marketing Strategies Reported by Automatic and Accelerated Pathway Providers



Source: Automatic and Accelerated Pathway Provider Survey, 2018, Child Trends

Changes made as a direct result of participating in Parent Aware

Respondents were asked about changes they have made as a direct result of participating in Parent Aware (Table 2). The majority of respondents (55%) reported they are more intentional in activity planning and believe they play a critical role in children's kindergarten readiness (54%). About half of respondents (51%) pay more attention to how interactions among children and adults promote children's learning. Almost half of respondents reported they are more committed to the early care and education field (49%). Few Automatic and Accelerated providers reported increasing wages (16%) or charging higher rates (10%) as a result of participating in Parent Aware.

Table 2. Automatic and Accelerated Pathway Providers' Changes Made as a Direct Result of Participating

	No	Don't Know	Yes
I (or my staff) am/are more intentional about how planned activities and the environment impact children's lives. (n = 222)	43%	3%	55%
I think of myself (or my program) as critical to kindergarten readiness. (n = 223)	43%	3%	54%
I (or my staff) pay more attention to how interactions among children and adults promote children's learning. (n = 223)	45%	4%	51%
I (or my staff) am/are more committed to the early care and education field. (n = 223)	46%	4%	49%
I increased my staff's wages. (n = 224)	79%	5%	16%
I charge higher rates. (n = 224)	86%	4%	10%

Source: Automatic and Accelerated Pathway Provider Survey, 2018, Child Trends

Respondents were asked about the degree to which they have made changes to their programs as a direct result of participating in Parent Aware (see Table 3). Forty-four percent of respondents reported that they joined Develop for the first time and received a Career Lattice Step⁹; this was a notable increase compared to 2015, when only 26 percent of respondents reported they had joined Develop.

Additionally, respondents reported they now measure children's progress with a child assessment tool (41%) and complete more hours of training than in previous years (40%). Slightly fewer respondents reported using children's assessment results to guide individualized or group instruction (36%) or sharing these results with parents (35%).

⁹ The MN Career Lattice outlines twelve steps early care and education professionals can achieve to advance their professional development. For more information, visit the Achieve MN Center for Professional Development website: <https://www.mncpd.org/resources/career-guide-2/>

Table 3. Degree to which Automatic and Accelerated Pathway Providers Reported Making Changes to their Programs as a Result of Participating in Parent Aware

	N/A	No	Not Yet	Partially	Yes
I (or my staff) joined Develop for the first time (and received a Career Lattice Step).	27%	16%	4%	9%	44%
I (or my staff) started measuring children's progress with a child assessment tool.	27%	21%	0%	11%	41%
I (or my staff) took more hours of training than in previous years.	26%	24%	1%	10%	40%
I (or my staff) started using children's assessment results to guide individualized or group instruction.	33%	20%	1%	10%	36%
I (or my staff) started sharing children's assessment results with parents.	36%	21%	1%	7%	35%
I (or my staff) started observing and documenting children's development.	35%	21%	1%	7%	35%

Source: Automatic and Accelerated Pathway Provider Survey, 2018, Child Trends

Recommended changes to Parent Aware

Respondents were asked to suggest improvements that could be made to Parent Aware. About half of respondents commented (49%, n = 141). The most frequent response, noted by 32 percent of those who answered, was that they would like to see changes in the system. Specifically, some respondents wanted the process to be streamlined, while some commented on desired changes within the Rating and renewal process. Examples of these responses include:

- "Streamline it all: application, learning record reviews, uploading and requirements."
- "Less paperwork, less required trainings. We were already doing all of the required items before we became Parent Aware [rated] since we are a school readiness program. Just more hoops to jump through."
- "Not renewing every 2 years...especially when we've demonstrated that we provide training to our new staff on the items that are required (curriculum and assessment)."

Moreover, 18 percent of respondents also recommended changes to Parent Aware trainings. These suggested changes encompassed issues of accessibility, variety, and requirements of trainings. Examples of responses include:

- "Not requiring licensed teachers to take more training. If all teachers hold an EC [early childhood] license, the program should be 4 stars."
- "There are not that many free classes as compared to the ones that cost \$30.00/person. When you have a large staff, that can mean \$900.00 of training costs for just 2 hours of training....Parent Aware needs to be more accepting of other venues and training opportunities that are out there. Those training courses should also be accepted if they meet the core components of what is expected for that training...just as the Develop classes are accepted. It would help centers save money, while still providing quality and pertinent training to the teachers."
- "More local class offerings so staff do not have to travel so far."

Summary of findings from Automatic and Accelerated Pathway

Respondents from Automatic and Accelerated Pathway programs reported that a primary incentive for joining Parent Aware was to access Early Learning Scholarships. They reported advertising their

participation in Parent Aware to their families, but they were less likely to agree that their program's Parent Aware status is the reason families enroll in it. Respondents reported joining Develop for the first time and receiving a Career Lattice Step, a notable increase from the 2015 Provider Perceptions survey. However, we anticipate this will decrease over time unless the number of programs that enroll in the Automatic and Accelerated Pathway Process significantly increases. Automatic and Accelerated programs reported a need for a more streamlined Rating and renewal process, as well as for increased accessibility of trainings on a larger variety of topics, both similar to findings from the 2015 Provider Perceptions survey.

Full-Rating Pathway Providers

The second group of providers surveyed included Full-Rating Pathway child care centers and family child care programs with an active Parent Aware Rating as of January 2018. Programs that had signed participation agreements but were not yet Rated were not part of the sample. The survey was administered online in May 2018 and remained open for two weeks. In total, 517 respondents completed the survey, and the response rate was 43 percent. Seventy-five percent of the providers were licensed family child care providers (n = 390), 22 percent were directors of child care centers (n = 116), and two percent were unidentified (n = 11).¹⁰

Key findings

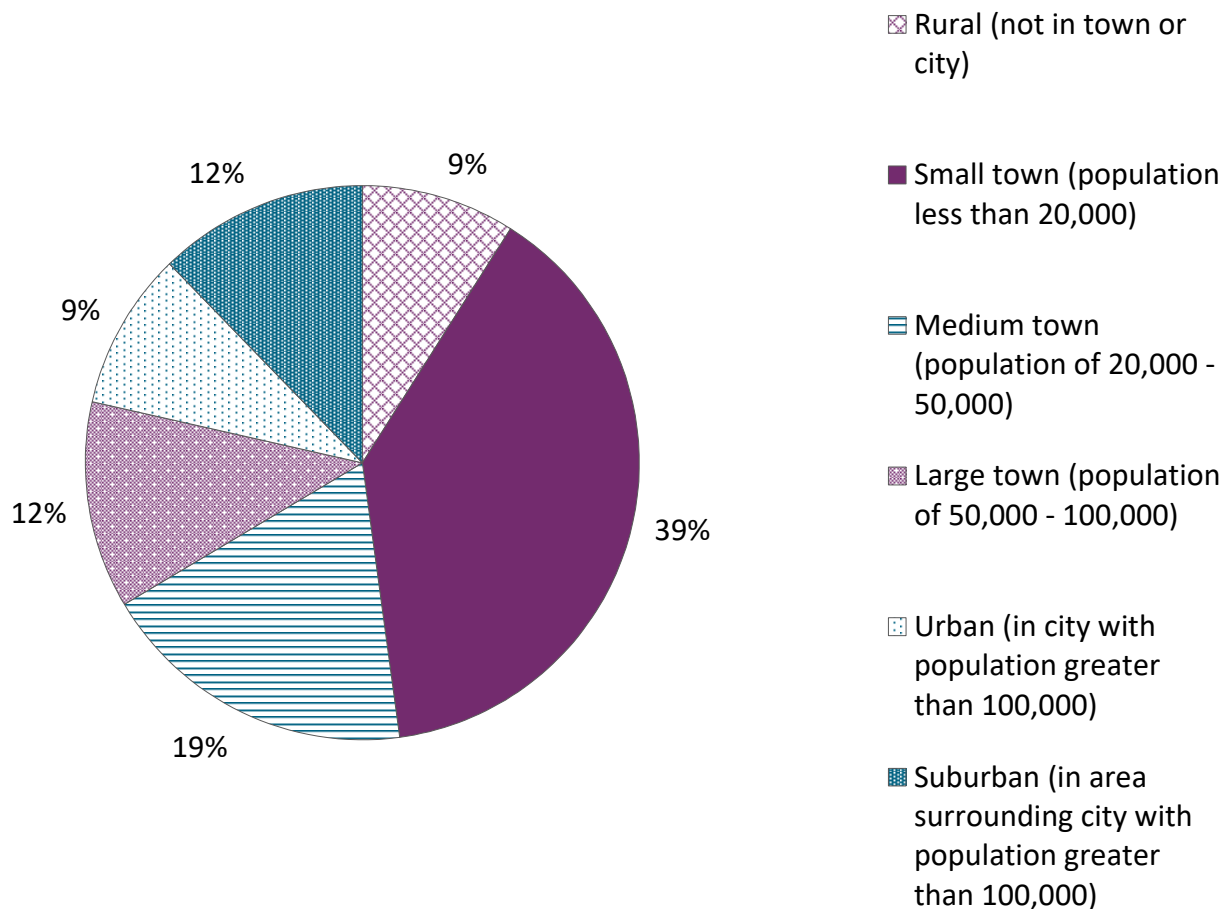
- Of the Full-Rating Pathway providers surveyed, 86 percent reported an overall positive impression of Parent Aware.
- Providers reported positive experiences with their Quality Coach. For example, 88 percent reported that their coach helped them learn about the Parent Aware requirements.
- Among Full-Rating Pathway providers, 75 percent reported a positive experience tracking education and trainings in Develop.
- When asked what changes to Parent Aware they would like to see implemented, providers' most frequent response referred to Parent Aware Grants. Participants reported they would like more financial support offered across Star Ratings.

Respondents

Respondents were asked to describe the area in which their program is located. The majority reported that their program is located in a small town (39%) or a medium town (19%). Figure 6 provides a detailed description of where respondents' programs are located.

¹⁰ Eleven providers did not identify the type of early care and education program they work at.

Figure 6. Locations of Full-Rating Pathway Respondents (n = 489)



Source: Full-Rating Pathway Provider Survey, 2018, Child Trends

Impressions of Parent Aware

Providers were asked to rate a series of statements about several areas of Parent Aware participation, including their experiences with Parent Aware overall, their opinions about marketing strategies, their experiences with Quality and CLASS Coaches, and their opinions about the professional development/training requirements in Parent Aware.

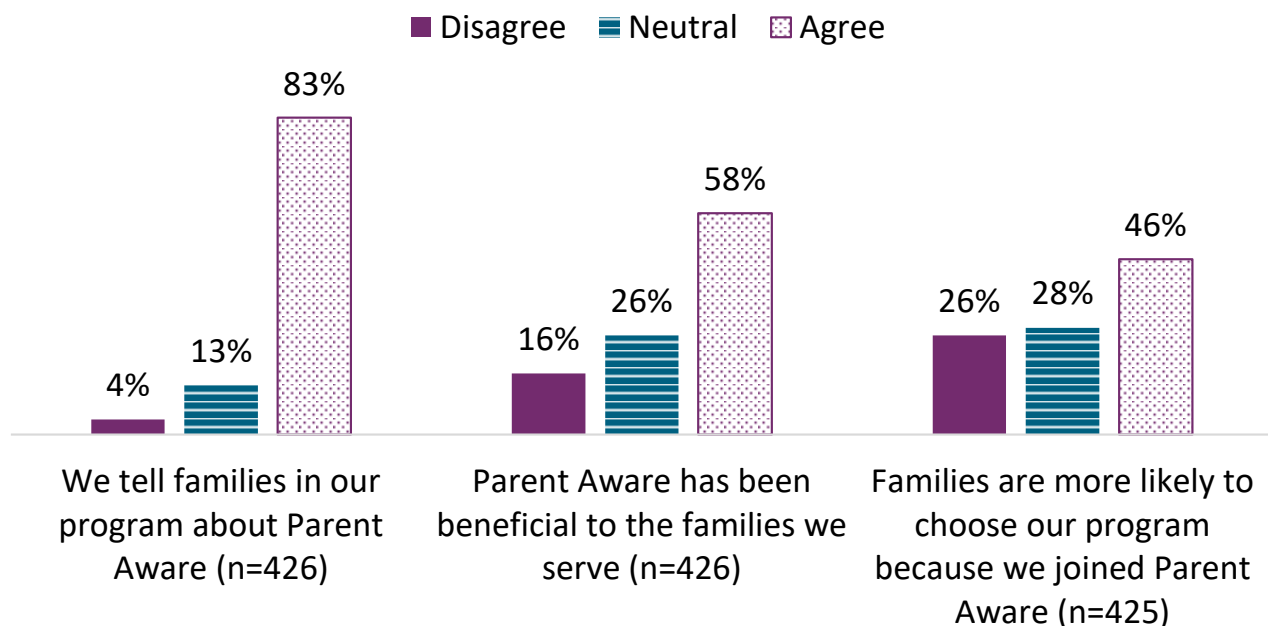
The majority of providers agreed that Parent Aware has been beneficial to their program (81%) and that they have made changes as a result of joining Parent Aware (79%; see Table 4). Most providers agreed they knew what was expected of them in Parent Aware (81%) and that their experience has been what they expected (66%). The majority of providers agreed they would recommend that other providers join Parent Aware (73%) and believe that their program is of higher quality because they joined Parent Aware (69%).

Table 4. Full-Rating Pathway Providers' Experiences with Parent Aware Implementation

	Disagree	Neutral	Agree
Parent Aware has been beneficial to my program. (n = 429)	7%	12%	81%
I know what is expected of me in Parent Aware. (n = 429)	6%	13%	81%
We have made changes to our program as a result of joining Parent Aware. (n = 429)	10%	12%	79%
I would recommend that other programs join Parent Aware. (n = 429)	9%	18%	73%
I believe my program is of higher quality because we joined Parent Aware. (n = 431)	15%	16%	69%
My experience with Parent Aware has been what I expected. (n = 427)	12%	22%	66%

Source: Full-Rating Pathway Provider Survey, 2018, Child Trends

Respondents were asked about the extent to which Parent Aware is part of their marketing strategies. The majority of providers (85%) reported telling their families about Parent Aware, but less than half reported that families are choosing their program because of its status in Parent Aware (46%; see Figure 7). Almost 60 percent of providers agree that Parent Aware has been beneficial to their families; this finding continues a steady decrease in the percentage of providers agreeing with this statement across all four surveys (74% in 2013, 68% in 2014, and 63% in 2015).

Figure 7. Providers' Opinions About Marketing Strategies

Source: Full-Rating Pathway Provider Survey, 2018, Child Trends

Parent Aware is a multi-pronged system that offers tools and resources to help programs improve their practices, support families in finding quality child care and education, and help children benefit from care and education that will prepare them for school or life. Providers were asked to agree or disagree with a series of statements about the primary purpose of Parent Aware (see Table 5). The 2018 survey included

new statements about the primary purpose; statements from the previous surveys can be found in Appendix B.

Table 5. Full-Rating Pathway Providers' Perceptions of the Primary Purpose of Parent Aware

	Disagree	Neutral	Agree
The primary purpose of Parent Aware Ratings is to help programs improve their practices. (n = 429)	4%	11%	85%
The primary purpose of Parent Aware is to help families find quality child care and early care and education. (n = 429)	9%	18%	73%
The primary purpose of Parent Aware is to help parents searching for care and education for their young children search providers' Ratings at ParentAware.org. (n = 429)	10%	26%	65%

Source: Full-Rating Pathway Provider Survey, 2018, Child Trends

Of the providers surveyed, 85 percent agreed that the primary purpose of Parent Aware is to help programs improve their practices. More providers saw quality improvement as the primary purpose of Parent Aware, as compared to marketing program quality to parents or facilitating parents' search for programs (though these were also cited by a majority of providers).

Because quality improvement is a key purpose of Parent Aware, it is important to understand providers' experiences and perceptions of the Parent Aware quality improvement strategies and incentives. Among providers, 88 percent reported that their Quality Coach helped them understand the necessary requirements for Parent Aware, and 82 percent reported that they had sufficient time to work with their Coach (see Table 6). A smaller majority agreed that their Professional Development Advisor (PDA) helped them understand the necessary requirements for Parent Aware (70%).

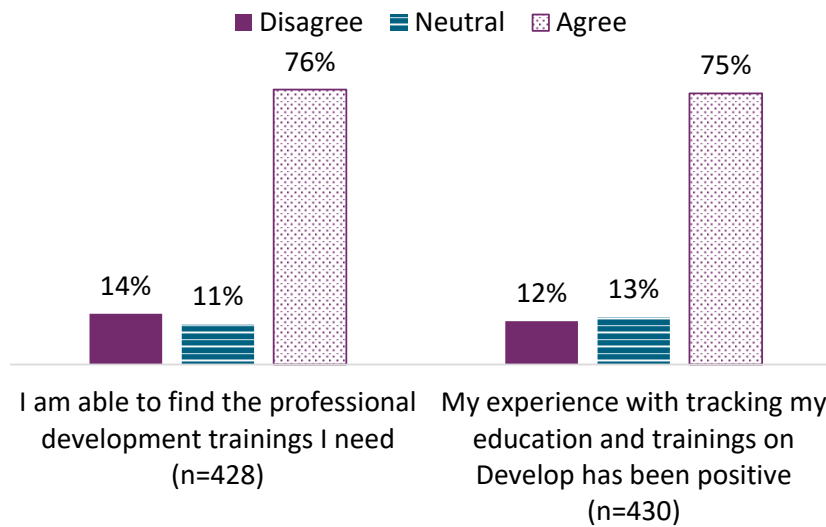
Table 6. Full-Rating Pathway Providers' Experiences with Their Quality Coach

	Disagree	Neutral	Agree
My Quality Coach has helped me to understand the Parent Aware requirements. (n = 428)	4%	8%	88%
The time my Quality Coach has to work with me is sufficient. (n = 430)	6%	12%	82%
My Professional Development Advisor (PDA) has helped me to understand the Parent Aware requirements. (n = 428)	8%	21%	70%

Source: Full-Rating Pathway Provider Survey, 2018, Child Trends

One focus of the Parent Aware quality indicators is the inclusion of training requirements related to different content areas. Most providers (76%) reported that they were able to find the professional development trainings they needed and that their experience with tracking education and trainings on Develop has been positive (75%; see Figure 8).

Figure 8. Full-Rating Pathway Providers' Experiences with Parent Aware Professional Development Requirements



Source: Full-Rating Pathway Provider Survey, 2018, Child Trends

Reasons for joining Parent Aware

Full-Rating providers' motivations for joining Parent Aware were examined by asking respondents to rank possible reasons for joining. Information about providers' reasons for joining Parent Aware can be used to target recruitment efforts and strategies. It can be monitored throughout Parent Aware implementation to identify shifts in reasons or priorities over time. Figure 9 displays reasons for enrolling in Parent Aware and the percentage of providers who cited each one as their top reason. The reasons are ordered, from most to least, by the percentage of providers who ranked them as their number one reason for joining Parent Aware.¹¹

Forty-three percent of providers ranked access to Parent Aware Grants¹² as their top reason for joining, a notable increase compared to the 2015 survey (33%; see Figure 9 and Figure 10). Access to Early Learning Scholarships¹³ (32%) and free or low-cost training on Develop (25%) also received high rankings. Less than a third of providers (24%) ranked professional development and professionalism as their top reason for joining. This was a notable decrease compared to 2015, when 47 percent of providers ranked professional development and professionalism as their number one reason for joining, making it the overall top-ranked reason (see Figure 10).

¹¹ For each reason, the numerator displayed reflects the number of respondents who indicated it was their number one reason for joining. The denominator reflects the number of respondents who included that reason in their list of rankings. Denominators vary, illustrating that some reasons were cited more frequently as a ranked reason.

¹² Parent Aware Grants are funds up to \$2500 for Full-Rating Pathway programs receiving a One-, Two-, or Three-Star Rating to use to implement changes to their programs. In the survey, Full-Rating Grants were referred to as Quality Grants; in previous surveys, Full-Rating Grants were referred to as post-Rating support dollars. Building Quality Grants are funds up to \$1000 for Full-Rating programs to use to implement changes to their programs. In previous surveys, Building Quality Grants were referred to as pre-Rating support dollars.

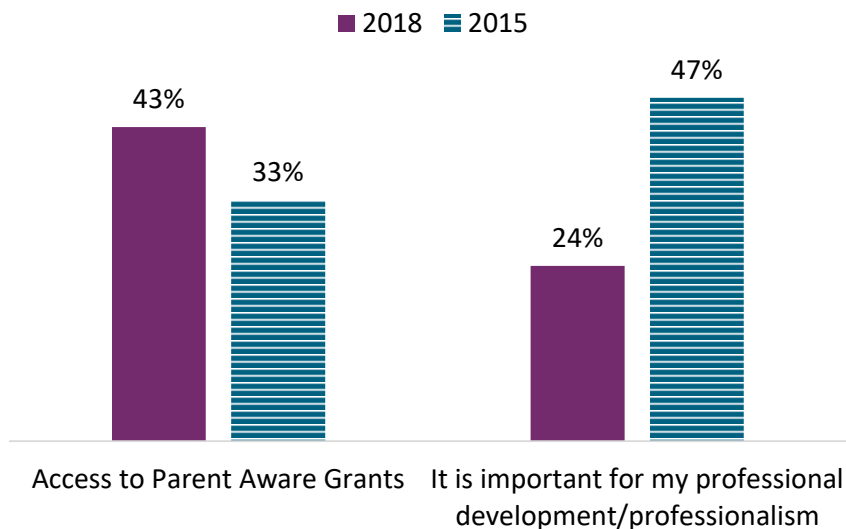
¹³ The Early Learning Scholarships program was established to close the opportunity gap by increasing access to high-quality early childhood programs (MN Status 124D.165). For more information, visit the Minnesota Department of Education website: <https://education.mn.gov/MDE/fam/elsprog/elschol/>

Figure 9. Full-Rating Pathway Providers' Reported Top-Ranked Reason for Joining Parent Aware

- Access to Parent Aware Grants– 43% (n = 125/289)
- Access to Early Learning Scholarships – 32% (n = 63/199)
- Access to free or low-cost training found on Develop - 25% (n = 51/203)
- It is important for my professional development/professionalism – 24% (n = 33/139)
- To better attract families to my program – 23% (n = 32/139)

Source: Full-Rating Pathway Provider Survey, 2018, Child Trends

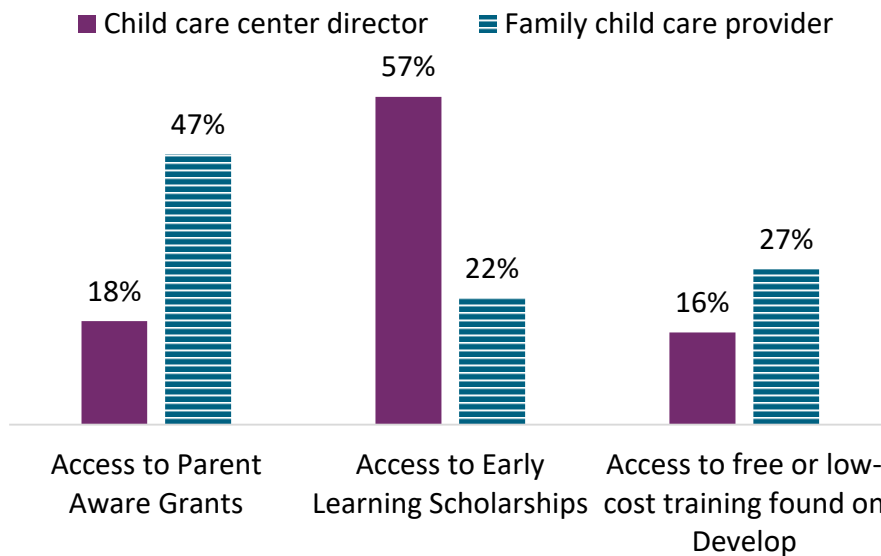
Figure 10. Notable Changes in Survey Responses from 2015 to 2018



Source: Full-Rating Pathway Provider Survey, 2018, Child Trends

Full-Rating providers' top-ranked reasons for joining Parent Aware were also examined by provider type. As seen in Figure 11, these top reasons differed by child care center directors and family child care providers. Over half of center directors (57%) reported access to Early Learning Scholarships as their number one reason for joining Parent Aware, compared to fewer family child care providers (22%). Almost half of family child care providers (47%) reported access to Parent Aware Grants as their top choice, compared to fewer center directors (18%). About one fourth of family child care providers (27%) reported they joined to access free or low-cost training, compared to fewer center directors (16%).

Figure 11. Top-Ranked Reasons for Joining Parent Aware Across Provider Type



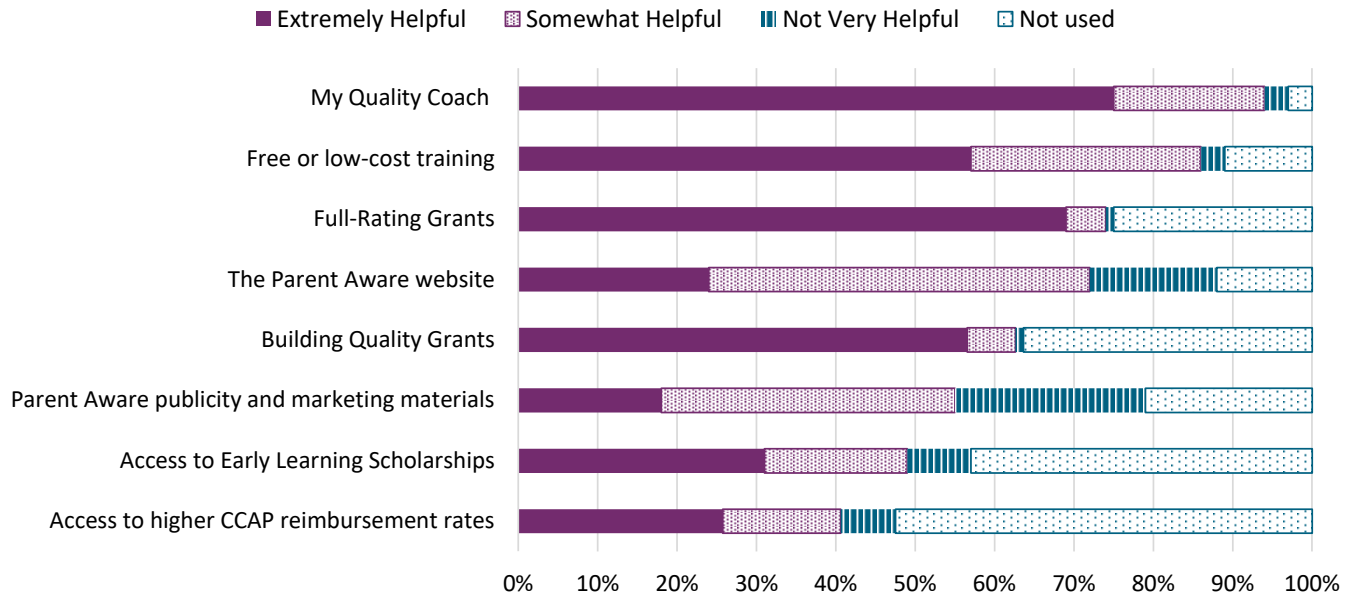
Source: Full-Rating Pathway Provider Survey, 2018, Child Trends

Supports offered by Parent Aware

To better understand which supports providers find most helpful, providers were asked about their perceptions of Parent Aware supports. Nearly all providers (94%) reported that their Quality Coach was the most helpful support (see Figure 12). Providers also reported that free or low-cost training (86%) and Full-Rating Grants (74%) were helpful supports. Sixty-two percent of providers reported that Building Quality Grants were a helpful support, a notable decrease compared to 2015, when 75 percent of providers reported that pre-Rating support dollars were a helpful support.¹⁴

¹⁴ Not all Parent Aware financial supports are available to all providers.

Figure 12. Full-Rating Pathway Providers' Perceptions of Most Helpful Supports Offered by Parent Aware



Source: Full-Rating Pathway Provider Survey, 2018, Child Trends

Parent Aware Grants

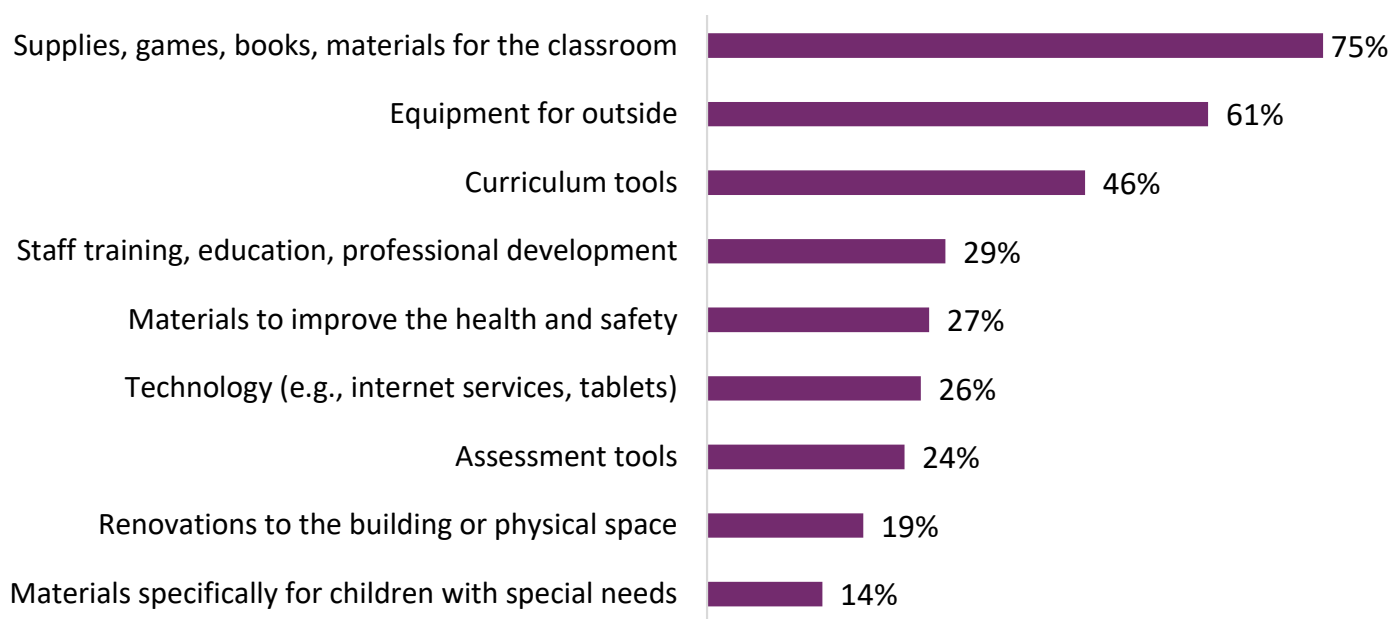
After completing the Full-Rating Pathway process, programs that receive a One-, Two-, or Three-Star Rating have access to Parent Aware Grants that they can use to implement changes to their program. Respondents were asked how they plan to spend the money they receive after they are rated.¹⁵

As shown in Figure 13, a majority of providers (75%) expect to spend their money on supplies, games, books, and other materials for the classroom.¹⁶ Sixty-one percent of providers expect to spend their money on outdoor equipment, a notable increase compared to the 2015 survey, in which 37 percent of providers reported this expectation (see Figure 14). Almost half of providers expect to spend their money on curriculum tools (46%). Fewer providers reported they will spend their money on staff training, education, and professional development (29%), a notable decrease from the 2015 survey (48%). Less than one third of providers (27%) expect to spend their money on materials to improve health and safety, a notable increase compared to the 2015 survey (15%). Findings from the 2013, 2014, and 2015 surveys can be found in Appendix B.

¹⁵ Fully-Rating providers work with their Quality Coach to determine how best to spend post-Rating quality improvement support dollars. Dollars must be spent in one of three program areas: 1) Professional Development, 2) Health & Safety, or 3) Learning & Environment.

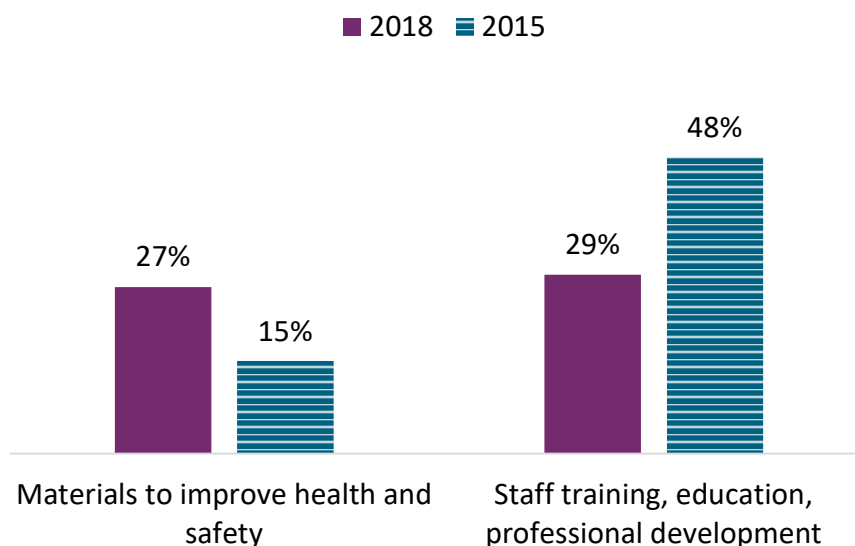
¹⁶ Respondents could select multiple areas for which they expect to spend their Parent Aware Grant money.

Figure 13. Areas for Which Full-Rating Pathway Providers Expect to Spend Parent Aware Grant Money (n = 355)



Source: Full-Rating Pathway Provider Survey, 2018, Child Trends

Figure 14. Notable Changes in Survey Responses from 2015 to 2018



Source: Full-Rating Pathway Provider Survey, 2018, Child Trends

Changes made as a direct result of participating in Parent Aware

Respondents were asked to reflect on changes they made to their program as a direct result of participating in Parent Aware (see Table 7). The majority of providers (89%) reported purchasing supplies and materials for their program. In addition, 83 percent of providers reported that they are more intentional in activity planning and pay more attention to how interactions among children and adults promote children's learning (82%). Providers also believe that they help children work towards building kindergarten readiness skills (82%) and are more committed overall to the early care and education field (72%). Two thirds (66%) of providers reported adding or improving outdoor play equipment, a notable

increase compared to the 2015 survey, in which 44 percent of providers reported adding or improving outdoor play equipment. Fewer providers reported charging higher rates (20%) or increasing staff wages (12%).

Table 7. Full-Rating Pathway Providers' Report of Changes Made as a Direct Result of Participating in Parent Aware

	No	Don't Know	Yes
I purchased additional supplies, games, books, or materials for my program. (n = 419)	10%	1%	89%
I (or my staff) am/are more intentional about how planned activities and the environment impact children's lives. (n = 415)	15%	2%	83%
I (or my staff) pay more attention to how interactions among children and adults promote children's learning. (n = 418)	16%	2%	82%
I think of myself (or my program) as critical to kindergarten readiness. (n = 420)	17%	1%	82%
I (or my staff) am/are more committed to the early care and education field. (n = 418)	24%	4%	72%
I added or improved outdoor play equipment. (n = 418)	33%	1%	66%
I charge higher rates. (n = 419)	77%	3%	20%
I increased my or my staff's wages. (n = 411)	84%	5%	12%

Source: Full-Rating Pathway Provider Survey, 2018, Child Trends

Reflecting on the Rating process

Respondents were asked to reflect on the most recent Rating they received (see Table 8). The majority of Full-Rating providers (82%) agreed that they knew what needed to be done in order to achieve the Rating they wanted. Most providers (79%) agreed that the Rating they received was fair, and that they will reapply to Parent Aware when their Rating expires (77%). Providers also agreed that the due dates gave them enough time to complete the necessary paperwork (79%), and the Quality Documentation Packet (QDP) was easy to complete (63%). Providers were less likely to agree that the QDP was sensitive to groups from different cultural backgrounds (49%). About a third of providers agreed they had recommendations for improving the Rating process, a notable decrease compared to the previous survey (56% in 2015).

Table 8. Full-Rating Pathway Providers' Experiences After Their Rating was Received

	Disagree	Neutral	Agree
I knew what I needed to do in order to get the Rating I wanted. (n = 426)	8%	10%	82%
The due dates within Parent Aware give me enough time to complete the necessary paperwork. (n = 425)	11%	10%	79%
The Rating I received was fair. (n = 423)	5%	16%	79%
I plan to apply for a Parent Aware Rating in the future when my Rating is set to expire. (n = 424)	8%	15%	77%
The Rating I received accurately reflects my program's quality. (n = 426)	19%	13%	68%
The Quality Documentation Packet was easy to complete. (n = 423)	22%	14%	63%
The Quality Documentation Packet was sensitive to groups from different cultural backgrounds. (n = 423)	2%	49%	49%
I have recommendations about how the Rating process could be improved in the future. (n = 424)	56%	11%	34%

Source: Full-Rating Pathway Provider Survey, 2018, Child Trends

In the Parent Aware Full-Rating Pathway process, providers declare their goal Rating approximately two to three months before they submit their application materials. Full-Rating providers were asked why they chose their Star Rating goal, and 75 percent (n = 385) answered the open-ended question. Providers most frequently responded that the Star Rating goal they selected was the best fit for their program (43%). Within the group of providers who reported their Star Rating goal was the best fit, 55 percent chose the Star Rating goal that was in the natural progression of their program. Examples of responses include:

- *"We are completing the majority of the 4-star requirements already. Makes sense to have our rating reflect the quality of care and education we provide." (Four-Star)*
- *"I wanted to go one-star level at a time to properly allow time for adjustment and consistency of changes made to meet each star." (One-Star)*
- *"It was a step up from what I was rated." (Two-Star)*

Providers' second most frequently cited rationale for their selected goal Rating was financial supports and incentives (30%). Among providers who reported financial supports and incentives, 74 percent (n = 86) indicated that Parent Aware Grants were an important factor in their decision-making. In addition, 28 percent of providers (n = 33) mentioned that Early Learning Scholarships were an important factor in selecting their Star Rating goal, with some providers choosing a higher goal Rating so families in their program could benefit from the scholarship, even though doing so meant the providers would not receive Parent Aware Grants. In contrast, 12 percent of the providers (n = 14) noted that they intentionally lowered their goal Rating in order to receive Parent Aware Grants, per Parent Aware regulations. Examples of these responses include:

- *"Because I was a four-star program already and to lower my rating so I could receive the grants meant my clients would lose ELS money. I made a decision that benefitted them but was a substantial loss for my program." (Four-Star)*
- *"I have been a four-star rated provider for two years. I dropped down this year strictly for the money that I could use for my program. I would have loved to have been rated a four star again and had everything I needed to do so, but because there were no monetary incentives, I chose the 3-Star Rating. I know a lot of providers are doing that also. When I was rated two years ago, I received \$1000. I think you should*

consider every rating receiving the \$2500. Providers are doing the work and implement it into our programs, but strictly because of the money, we chose not to rate at the 4-Star Rating.” (Three-Star)

- “I went from a 4 star and re-rating at a 3 star to be able to access the grant money.” (Three-Star)

Full-Rating providers’ reasons for choosing their Star Rating goal were also examined by provider type. Over three fourths of family child care providers (79%) reported that Parent Aware Grants were an important factor in their decision, compared to fewer center directors (40%; see Table 9). Over half of center directors (53%) reported that access to Early Learning Scholarships was a factor in choosing their Star Rating goal, compared to fewer family child care providers (25%). Only family child care providers reported intentionally lowering their Star Rating goal in order to receive Parent Aware Grants (see Table 9).

Table 9. Themes from the Open-Ended Question: “Why did you choose the Star Rating goal you chose?” by Program Type

	Child care centers (n = 81)	Family child care providers (n = 301)
Best fit/natural progression	46%	42%
Financial incentives and supports:	19%	34%
Parent Aware Grants	40%	79%
Early Learning Scholarships	53%	25%
Lowered Rating for Parent Aware Grants	0	14%

Source: Full-Rating Pathway Provider Survey, 2018, Child Trends

Recommended changes to Parent Aware

Finally, Full-Rating providers were asked if they would like to see any improvements made to Parent Aware. Over half of providers commented (52%; n = 268). The most frequent responses addressed the lack of financial supports and incentives offered to programs. Thirty-one percent of providers cited these concerns regarding available Parent Aware Grants and Early Learning Scholarships awarded to programs, and 24 percent of providers specified that these concerns affected Four-Star Rated Programs. Examples of these responses include:

- “I would like to see four-star programs get funding. They deserve some sort of reward for all the work they are doing for children. We should give providers some initiative to be four-star. The whole way ratings are determined needs to be looked at. I don't think it's right that I would be a two star instead of a four star just because I have a few less training hours than is required for a four star.”¹⁷
- “Better financial support and incentive for those who work for and receive and maintain four stars. Right now we have professional expectations without professional compensation. It's truly not a good business decision to remain four-star rated. A good moral decision but not a good financial one.” (Four-Star)

Moreover, 17 percent of providers (n = 46) explained that they would like to see improvements regarding Parent Aware’s required paperwork. Most of the responses described concerns about the amount and complexity of the paperwork, as well as deadlines. Examples of responses about paperwork include:

- “Make it easier for providers to become rated. If there wasn't such a mass load of paperwork that needs to be worded in an exact, perfect manner, I would absolutely join again. I feel [that] it [is] not worth it.” (Four-Star)
- “Less repeated, unnecessary documentation that has to be submitted at every re-rating (only new information or information that needs to be updated should have to be submitted).” (Three-Star)

¹⁷ This provider responded “Don’t Know” when asked which Star Rating their program received.

- *"I did not like how the deadline was limited down a month from my prior years of completing parent aware. As family child care program- we have no flexibility during the day to complete trainings, and very limited time to do lesson plans and compile observations...so adding parent aware to my time was difficult." (Three-Star)*
- *"Easier process and easier layperson's language. The organization of the documentation is confusing."¹⁸*

Additionally, 16 percent of providers (n = 44) recommended changes to the Rating system and standards. Many of these respondents voiced frustrations with perceived inconsistencies between standards for various program types (e.g., private vs. public centers, family child care vs. child care centers), and the frequency in which they have to pursue a Re-Rating:

- *"Private schools should be treated same as public for the process." (Four-Star)*
- *"I think that the rating should be good for 5 years. 2 years is too short and it is difficult for some programs with staff turnover to get all of the training done." (Four-Star)*
- *"Pay attention to the differences between family child care and center child care, and preschool child care. It's all different and have different rules and regulations to follow." (Four-Star)*

Summary of findings from Full-Rating Pathway providers

Providers who used the Full-Rating Pathway reported overall positive impressions of Parent Aware (86%). The majority of providers (66%) reported that their experience thus far with Parent Aware has been what they expected; most providers (88%) indicated that their Quality Coach was helpful in teaching them the Parent Aware requirements. As well, 79 percent of Full-Rating providers believe the Rating they received was fair. Providers reported that a primary incentive for joining Parent Aware was to access Parent Aware Grants (43%); however, they also recommended increased access to financial supports and incentives, such as through Parent Aware Grants and Early Learning Scholarships. A small but noteworthy percentage of providers (20%) charge higher rates as a result of participating in Parent Aware.

¹⁸ This provider responded "Don't Know" when asked which Star Rating their program received.

Non-rated Providers

Licensed family child care programs and licensed child care centers not enrolled in Parent Aware completed an online survey about their level of interest and awareness of Parent Aware. The sample was obtained from an export of the National Association of Child Care Resource and Referral data services (NACCRRAware) in May 2018. The survey was emailed to 5,916 providers, and 802 providers completed survey questions; the response rate was 14 percent. The survey was fielded for two weeks in June 2018. Of the providers who completed the survey, 89 percent were family child care providers (n = 713), and 11 percent were directors of child care centers (n = 89).

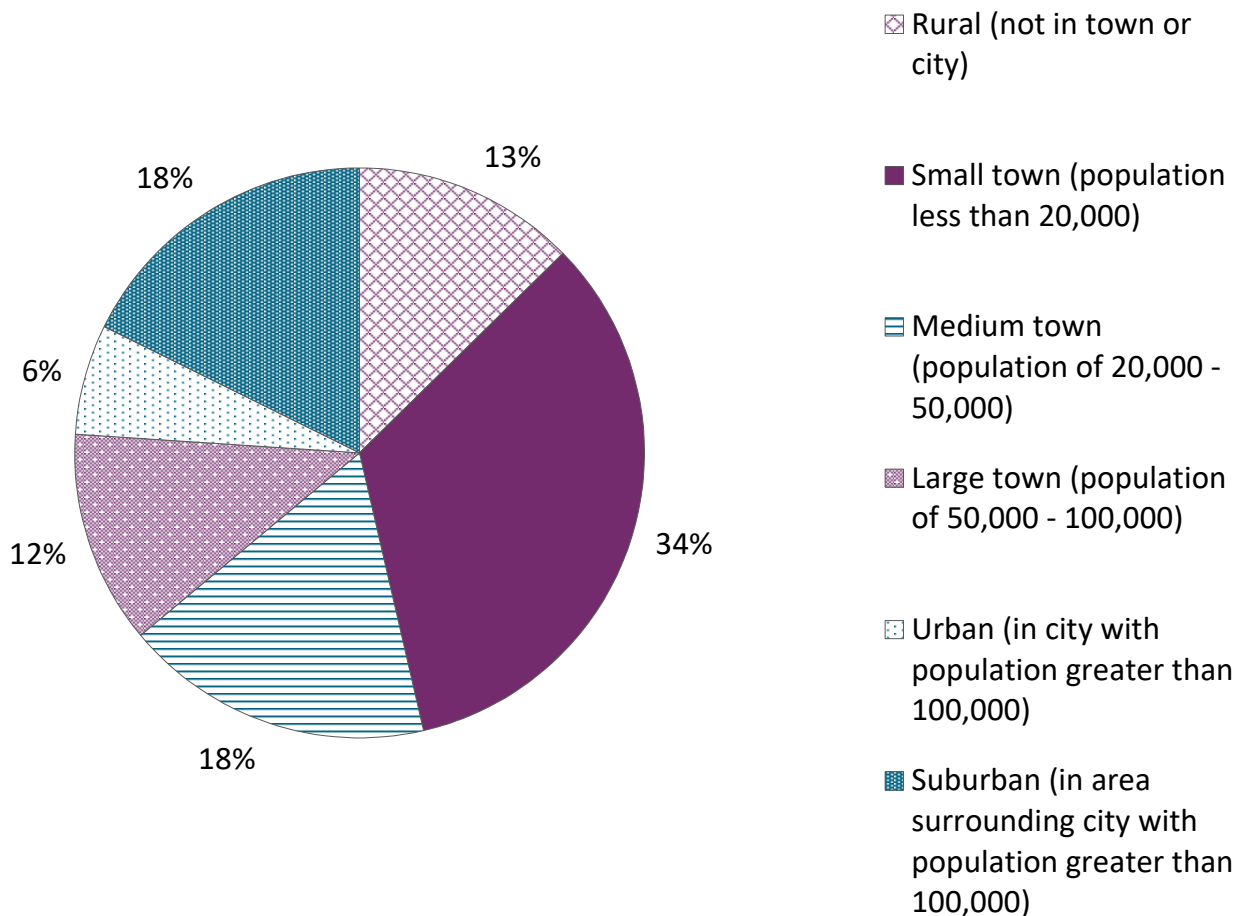
Key findings

- Virtually all (99%) of respondents had heard of Parent Aware.
- Close to half (46%) of respondents reported knowing “a little” about Quality Rating and Improvement Systems for early care and education programs.
- Most providers learned about Parent Aware through a training (39%), a Child Care Resource and Referral (CCR&R) Agency (18%), or from another early care and education/child care provider (15%).
- When asked if they would consider joining Parent Aware, 59 percent said “No,” 14 percent said “Yes,” and 28 percent said they “Don’t Know” if they would join Parent Aware.
- Non-rated providers indicated that quality is important when parents select child care (86%); however, these providers were less likely to agree that Parent Aware Ratings are useful to parents (27%) and early care and education program (33%). They were also less likely to agree that parents should consider a program’s Parent Aware Rating when choosing child care (14%).

Respondents

Non-rated providers described the area in which their program is located. The majority of respondents reported that their program is located in a small town (34%), a medium town (18%), or a suburban area (18%). See Figure 15 for a more detailed description of where respondents’ programs were located.

Figure 15. Locations of Non-rated Respondents (n = 735)



Source: Non-rated Provider Survey, 2018, Child Trends

Knowledge of Parent Aware and Quality Rating and Improvement Systems

Providers were asked how much they knew about Parent Aware and Quality Rating and Improvement Systems. Just under half of providers (46%) reported knowing a little, and 19 percent reported knowing a lot. A third of providers reported not knowing much about them (31%; see Table 10).

Table 10. Non-rated Providers' Level of Knowledge of Parent Aware/Quality Rating and Improvement Systems for Early Child Care (n = 800)

	Percent
A lot	19%
A little	46%
Not very much	31%
Never heard of them before	3%
Don't know	2%

Source: Non-rated Provider Survey, 2018, Child Trends

Non-rated providers were asked to identify how they first heard of Parent Aware. Providers' most frequent response was that they heard about Parent Aware at a training (39%); this was an increase compared to the 2015 survey, in which 21 percent of respondents reported hearing about Parent Aware at a training. Providers also reported hearing about Parent Aware through a Child Care Resource & Referral Agency (18%) or from another ECE provider (15%; see Figure 16).

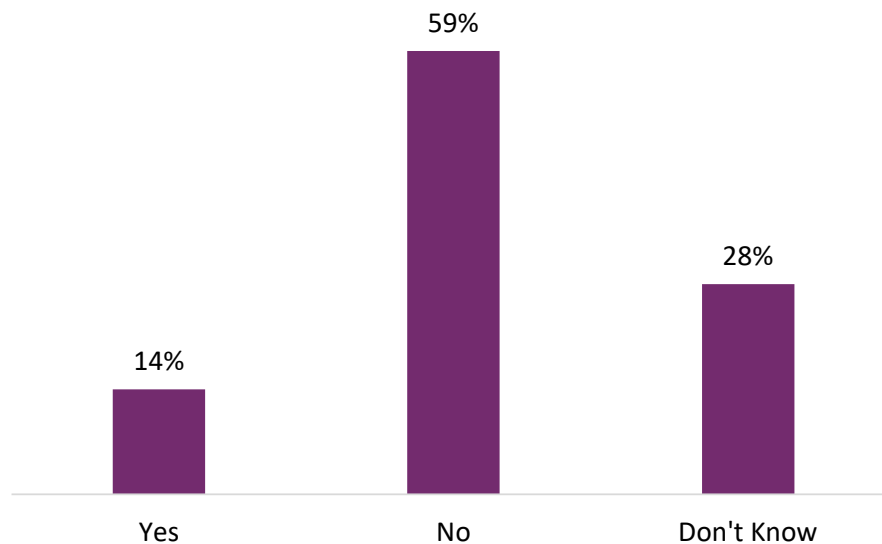
Figure 16. Non-rated Providers Report of How They First Heard of Parent Aware (n = 744)

- At a training – 39%
- Child Care Resource & Referral (Child Care Aware) – 18%
- From another ECE provider – 15%
- Don't know – 9%
- From my licensor – 7%
- Social media – 4%
- From a consultant/coach – 2%
- Internet advertisement – 2%
- When I heard about scholarships that families can use at Parent Aware Rated programs – 2%

Source: Non-rated Provider Survey, 2018, Child Trends

Non-rated providers were asked if they would consider joining Parent Aware. Over half of providers (59%) said they will not join Parent Aware, and about a third (28%) did not know whether they would join. Less than one fifth (14%) said they will join (see Figure 17). Compared to the previous surveys, providers were more decisive about whether they would consider joining Parent Aware; since 2013, the frequency of respondents reporting “no” has increased, and the percentage of providers reporting they don't know whether they would join has decreased (see Appendix Table B 21).

Figure 17. Would You Consider Joining Parent Aware? (n = 767)



Source: Non-rated Provider Survey, 2018, Child Trends

Non-rated providers were asked to identify possible scenarios that might affect their decision to join or not join Parent Aware. Respondents were instructed to select two possible reasons; however, some selected more (see Figure 18 and Figure 19). In the figures, the percentage next to each reason reflects the portion of the respondents who selected that reason as one that would affect their decision to join or not join Parent Aware. Over half of providers (53%) reported that access to free or low-cost training would affect their decision to join Parent Aware. Providers also reported they would join to access Parent Aware Grants¹⁹ (39%), a notable increase compared to the 2015 survey, in which only 26 percent of providers reported this reason would affect their decision to join. In contrast, providers also reported that they do not need Parent Aware to attract families to their program (70%), and that joining Parent Aware is not worth the investment of their time (43%), both increases compared to the 2015 survey (61% and 33%, respectively).

Figure 18. Top Reasons Affecting Non-rated Providers' Decision to Join Parent Aware (n = 534)

- To access free or low-cost training – 53%
- To access Parent Aware Grants – 39%
- It is important for my professional development/professionalism – 20%
- To better attract families to my program – 19%
- If someone else in my organization required my program to participate – 17%
- To access higher CCAP reimbursement rates – 15%
- To access Early Learning Scholarships – 14%
- To be part of a cutting-edge early childhood initiative/program – 12%
- I'd join Parent Aware for another reason not listed – 10%
- To access coaching supports in my program – 6%
- To access CLASS coaching – 2%

Source: Non-rated Provider Survey, 2018, Child Trends

¹⁹ Parent Aware Grants were referred to as Quality Grants in the non-rated Provider Survey.

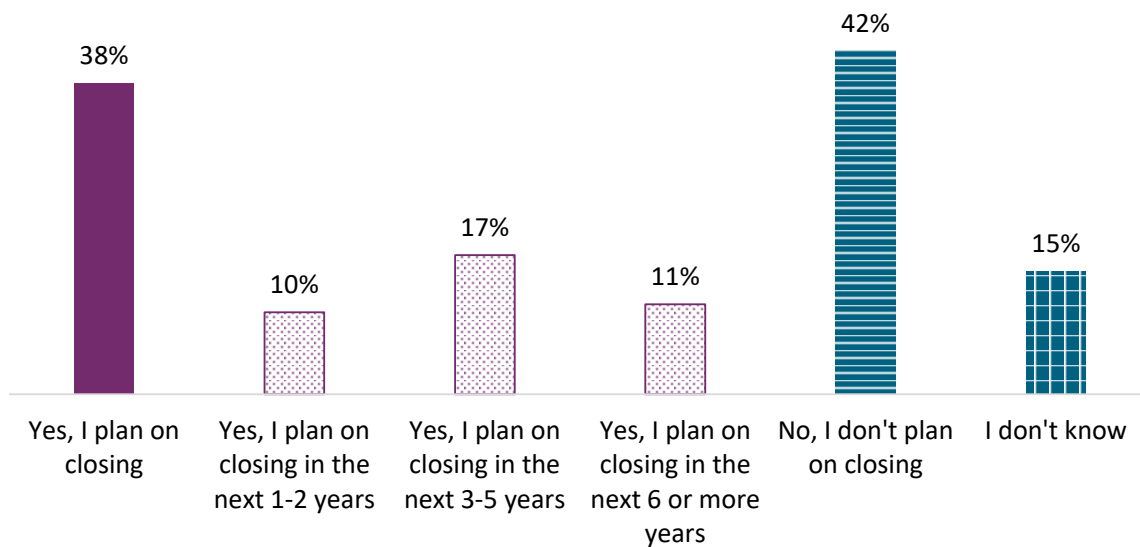
Figure 19. Top Reasons Affecting non-rated Providers' Decision NOT to Join Parent Aware (n = 721)

- I don't need it to attract families to my program – 70%
- It is not worth the investment of my time – 43%
- I don't trust that a Parent Aware Rating accurately reflects my program's quality – 28%
- I don't believe early care and education programs should be rated – 21%
- The application/Rating process is difficult – 19%
- There is not enough financial incentive to join – 15%
- I don't need to improve the quality of my program – 11%
- I am waiting to hear from other programs/providers about their experience first – 5%
- Parent Aware does not provide enough support for programs/providers – 1%

Source: Non-rated Provider Survey, 2018, Child Trends

The 2018 survey included new questions asking non-rated family child care providers about future plans to close their child care program (see Figure 20). About two fifths (42%) say they do not have plans to close their program; a similar amount (38%) plan to close their program.

Figure 20. Non-rated Family Child Care Providers' Plans to Close Their Child Care Program

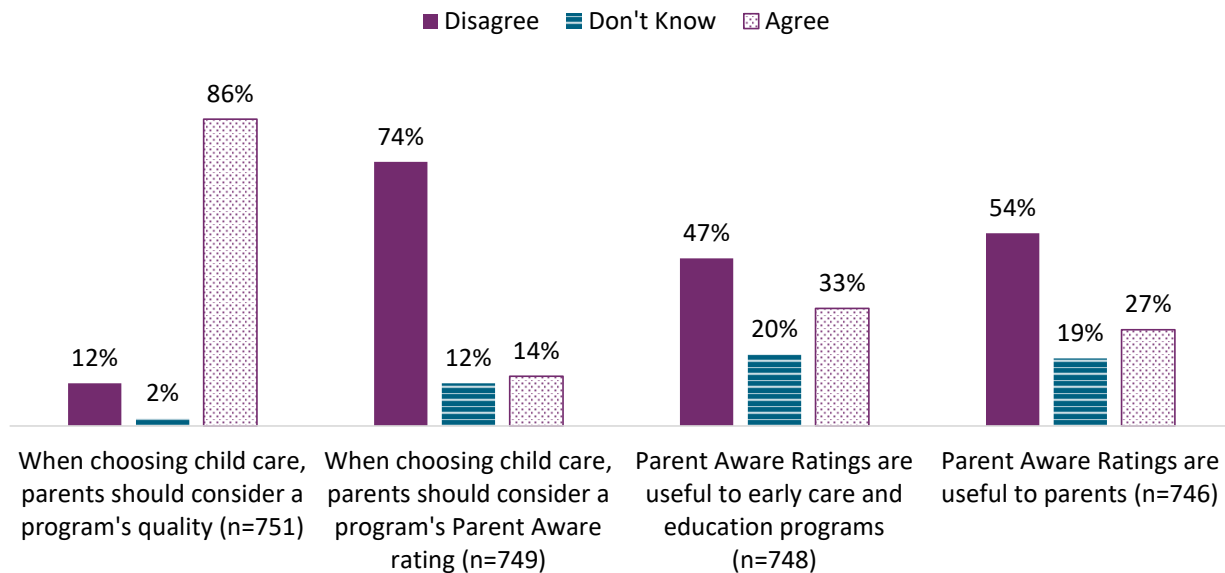


Source: Non-rated Provider Survey, 2018, Child Trends

Perceptions of quality and Parent Aware

Non-rated providers were asked whether they agreed or disagreed with statements about how a Parent Aware Rating may affect parents' decision-making when choosing child care (see Figure 21). The majority of providers (86%) agreed that quality is important when parents are in the process of choosing an early care and education program. Less than one fifth of providers (14%) agreed that Parent Aware Ratings should also be considered in child care decision-making, a notable decrease compared to providers in 2015 (25%). About a third of providers agreed that Parent Aware Ratings are useful to early care and education programs (33%) and to parents (27%), similar to providers in 2015.

Figure 21. Non-rated Providers' Perceptions of Quality and Parent Aware



Source: Non-rated Provider Survey, 2018, Child Trends

Summary of findings from Non-rated providers

Non-rated providers represent licensed early care and education programs in Minnesota that are targeted for enrollment in Parent Aware. The majority of respondents (89%) were family child care providers, and about one third were located in small towns (34%).

The survey results provide a descriptive picture of how providers not yet affiliated with Parent Aware perceive it. Nearly all respondents (99%) have heard of Parent Aware, but few (19%) indicated they know a lot about it. While some providers have developed an opinion about whether or not they will enroll in Parent Aware, about one third (28%) say they don't yet know if they will enroll; this is a steady decrease, however, compared to the 2013, 2014, and 2015 surveys. Non-rated providers are becoming more decisive in their perceptions of Parent Aware and its involvement in child care decision-making. While providers agree (86%) that parents should consider a program's quality when choosing child care, few agree that parents should also consider a program's Parent Aware Rating (14%).

Similar to previous years of the survey, the primary reason affecting non-rated providers decision not to join Parent Aware is that they do not need to join in order to attract families to their program. However, providers reported that access to free or low-cost training (53%) or access to Parent Aware Grants (39%) would be reasons to join Parent Aware. As a reason to join, access to Parent Aware Grants has increased steadily from the 2014 and 2015 surveys. Messages geared toward non-rated providers about access to various incentives may increase their interest in joining Parent Aware.

Previously Rated Providers

The final group surveyed was providers in child care centers and family child care programs who previously participated in Parent Aware.²⁰ The sample was obtained from Develop, Minnesota's Quality Rating and Registry Tool, in May 2018. The survey was administered for two weeks in June 2018. In total, 46 respondents completed the survey [child care center directors (n = 16), licensed family child care providers (n = 23), and unknown (n = 7)]. The response rate was 13 percent.

Key findings

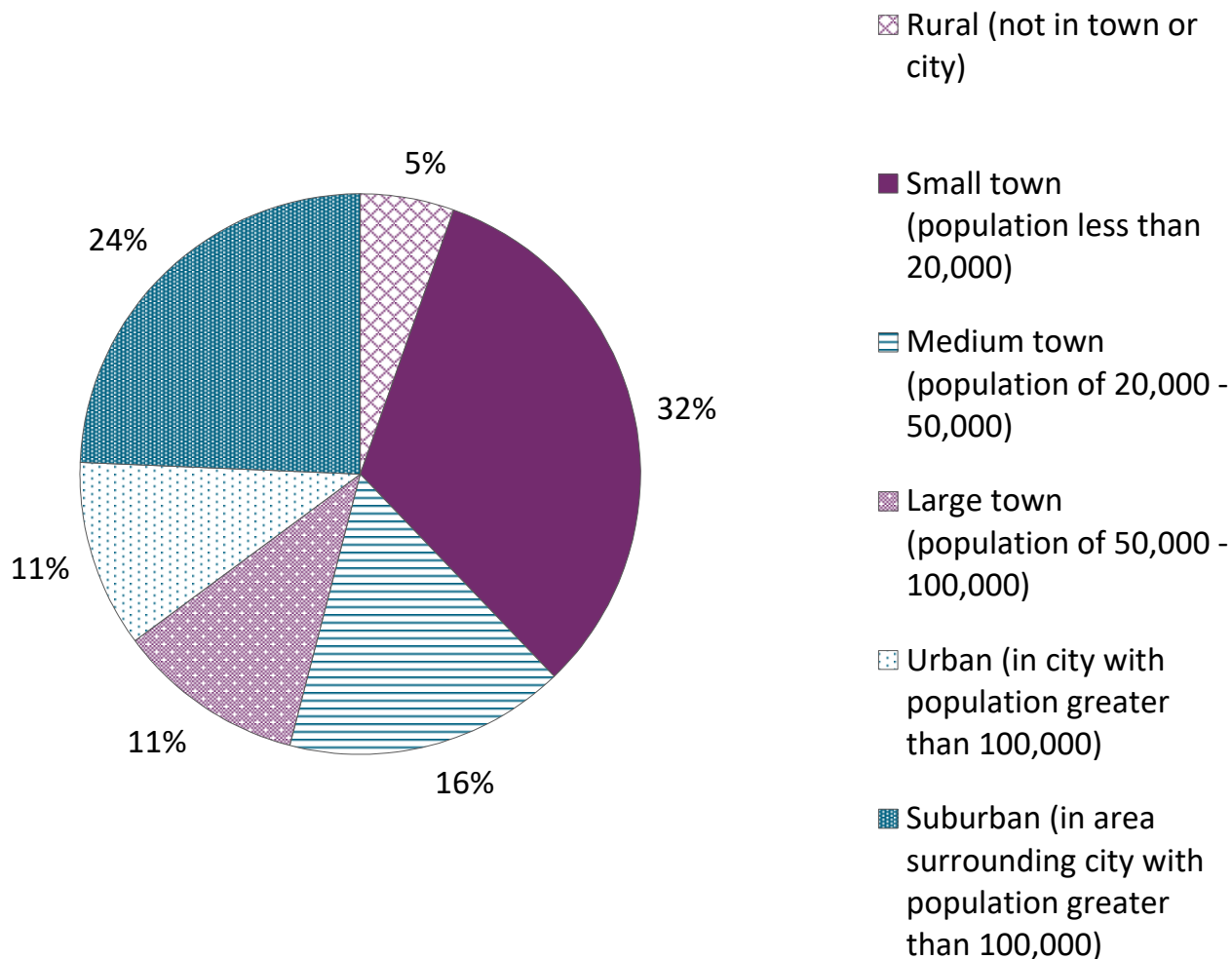
- Forty-two percent of previously rated providers reported an overall positive impression of Parent Aware.
- Forty-three percent of providers participated in Parent Aware for less than two years.
- Providers reported positive experiences with their Quality Coach. For example, 70 percent reported that their coach helped them learn about the Parent Aware requirements.
- Thirty-five percent of previously rated providers reported making changes to their program as a result of joining Parent Aware.
- Providers ranked Early Learning Scholarships (38%) and Full-Rating Grants (35%) as the primary reasons they joined Parent Aware.
- Providers reported the primary reason they did not pursue a Re-Rating in Parent Aware was due to the amount of time and staff resources needed to complete the application (28%).
- When asked if they would consider re-joining Parent Aware, 28 percent responded "No," 17 percent responded "Yes," and 54 percent responded that "Maybe" they would re-join Parent Aware.
- When asked what would motivate providers to re-join Parent Aware, the most frequent response referred to access to Parent Aware Grants and other financial incentives.

Respondents

Providers were asked to describe the area in which their program is located. The majority of respondents reported that their program is located in a small town (32%) or a suburban area (24%). Figure 22 provides a detailed description of where respondents' programs are located.

²⁰ Twelve providers who signed participation agreements but were not yet rated also completed the survey but answered a separate set of questions not presented in this report. However, these providers are represented in the demographic tables in Appendix A.

Figure 22. Locations of Previously Rated Respondents (n = 37)



Source: Previously Participating Provider Survey, 2018, Child Trends

Impressions of Parent Aware

Providers were asked to rate a series of statements about several areas of Parent Aware participation, including their experiences with Parent Aware overall, their opinions about marketing strategies, their experiences with Quality Coaches, and their opinions about the professional development/training requirements in Parent Aware.

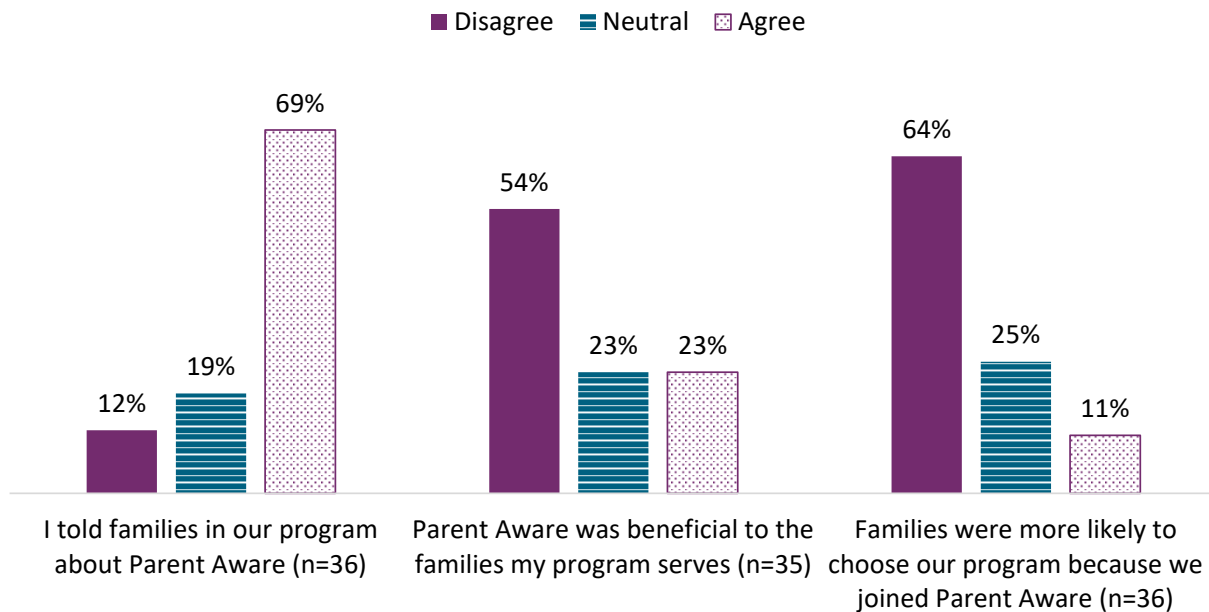
Half of providers (50%) reported they knew what was expected in Parent Aware (see Table 11). Over a third of providers (35%) reported they made changes to their program as a result of joining Parent Aware. However, providers were less certain that Parent Aware improved their program's quality (28%) or was beneficial to their program (26%). One fifth of providers (20%) reported that they would recommend that other providers join Parent Aware.

Table 11. Previously Rated Providers' Experiences with Parent Aware Implementation

	Disagree	Neutral	Agree
I knew what is expected of me in Parent Aware. (n = 35)	19%	31%	50%
We made changes to our program as a result of joining Parent Aware. (n = 34)	38%	26%	35%
I believe Parent Aware improved my program's quality. (n = 36)	50%	11%	28%
Parent Aware was beneficial to my program. (n = 35)	31%	43%	26%
I would recommend that other programs join Parent Aware. (n = 36)	41%	39%	20%

Source: Previously Participating Provider Survey, 2018, Child Trends

Respondents were asked about the extent to which Parent Aware was part of their marketing strategies. The majority of providers (69%) reported telling families about Parent Aware, but fewer believed that Parent Aware was beneficial to their families (23%) or that families chose their program because of its status in Parent Aware (11%; see Figure 23).

Figure 23. Providers' Opinions about Marketing Strategies

Source: Previously Participating Provider Survey, 2018, Child Trends

Providers were asked to agree or disagree with a series of statements about the primary purpose of Parent Aware (see Table 12). The majority of providers agreed that the primary purpose of Parent Aware is to help programs improve their practices (60%). Half of providers agreed the primary purpose is to help families find quality child care (50%), and two fifths agreed that the primary purpose is to help parents search for child care using ParentAware.org (41%).

Table 12. Previously Rated Providers' Perceptions of the Primary Purpose of Parent Aware

	Disagree	Neutral	Agree
The primary purpose of Parent Aware Ratings is to help programs improve their practices. (n = 35)	23%	17%	60%
The primary purpose of Parent Aware Ratings is to help families find quality child care and early care and education. (n = 36)	22%	28%	50%
The primary purpose of Parent Aware Ratings is to help parents searching for care and education for their young children search providers' Ratings at ParentAware.org. (n = 34)	12%	47%	41%

Source: Previously Participating Provider Survey, 2018, Child Trends

The majority of previously rated providers (70%) reported that their Coach helped them understand the necessary requirements for Parent Aware, and that they had sufficient time to work with their Quality Coach (60%). Fewer providers agreed that their Professional Development Advisor (PDA) helped them understand the necessary requirements for Parent Aware (40%; see Table 13).

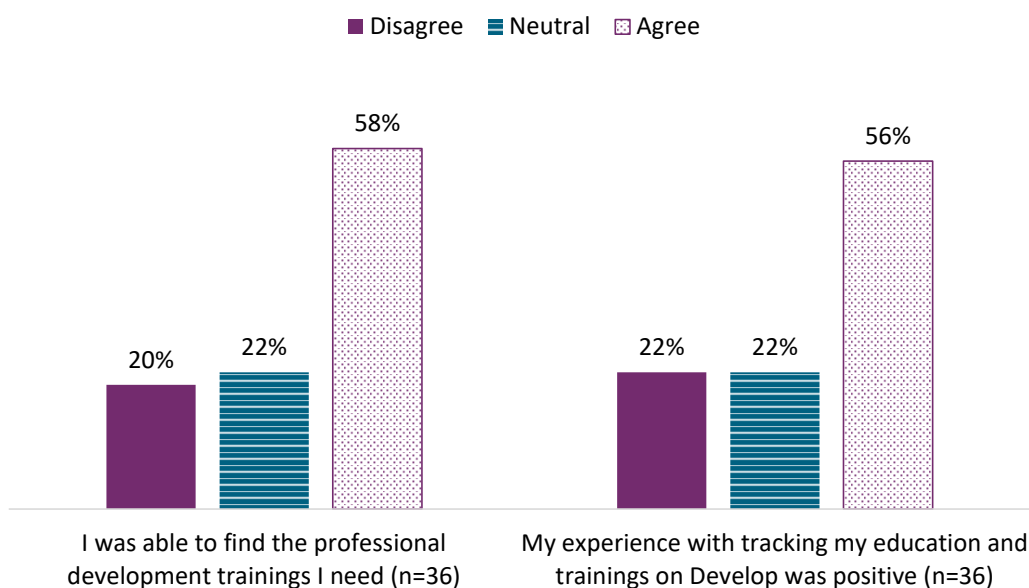
Table 13. Previously Rated Providers' Experiences with Their Quality Coach

	Disagree	Neutral	Agree
My Quality Coach helped me to understand the Parent Aware requirements. (n = 34)	12%	18%	70%
The time my Quality Coach had to work with me was sufficient. (n = 35)	20%	20%	60%
My Professional Development Advisor (PDA) helped me to understand the Parent Aware requirements. (n = 35)	14%	46%	40%

Source: Previously Participating Provider Survey, 2018, Child Trends

Previously rated providers were asked to agree or disagree with statements about training requirements. While 58 percent of providers agreed that they were able to find the professional development trainings they needed, 42 percent disagreed or were neutral. In addition, 56 percent of providers agreed that their experience with tracking education and trainings on Develop was positive (see Figure 24).

Figure 24. Previously Rated Providers' Experiences with Parent Aware Professional Development Requirements



Source: Previously Participating Provider Survey, 2018, Child Trends

Reason for joining Parent Aware

In order to evaluate previously rated providers' motivations for joining Parent Aware, respondents were asked to rank possible reasons for joining. Figure 25 displays the reasons and the percentage of providers who cited each one as their top reason for joining Parent Aware. Over one third of providers (38%) ranked access to Early Learning Scholarships²¹ and access to Full-Rating Grants²² (35%) as top reasons for enrolling.

Figure 25. Previously Rated Providers' Reported Top-Ranked Reason for Enrolling in Parent Aware

- To access Early Learning Scholarships – 38% (n = 5/13)
- To access Full-Rating Grants – 35% (n = 6/17)
- To access Building Quality Grants – 29% (n = 6/21)
- To better attract families to my program – 27% (n = 3/11)
- To access free or low-cost training found on Develop – 26% (n = 6/23)
- It is important for my professional development/professionalism – 25% (n = 4/16)

Source: Previously Participating Provider Survey, 2018, Child Trends

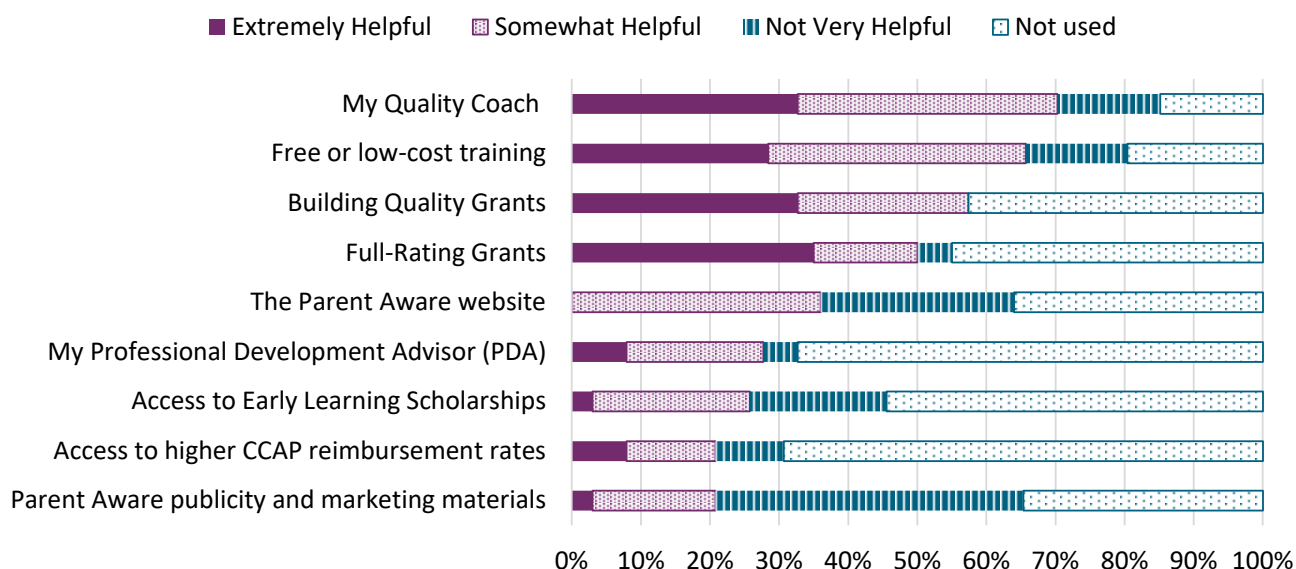
²¹ The Early Learning Scholarships program was established to close the opportunity gap by increasing access to high-quality early childhood programs (MN Status 124D.165). For more information, visit the Minnesota Department of Education website: <https://education.mn.gov/MDE/fam/elsprog/elschol/>

²² Full-Rating Grants are funds up to \$2500 for Full-Rating programs receiving a One-, Two-, or Three-Star Rating to use to implement changes to their programs. In the survey, Full-Rating Grants were referred to as Quality Grants; in previous surveys, Full-Rating Grants were referred to as post-Rating support dollars. Building Quality Grants are funds up to \$1000 for Full-Rating programs to use to implement changes to their programs. In previous surveys, Building Quality Grants were referred to as pre-Rating support dollars.

Supports offered by Parent Aware

Providers were asked about their perceptions of Parent Aware supports to better understand what supports providers find most helpful. The majority of providers (71%) reported that their Quality Coach was the most helpful support (see Figure 26). Providers also reported free or low-cost training (66%) and Building Quality Grants (58%) as helpful supports.

Figure 26. Previously Rated Providers' Perceptions of Most Helpful Supports Offered by Parent Aware

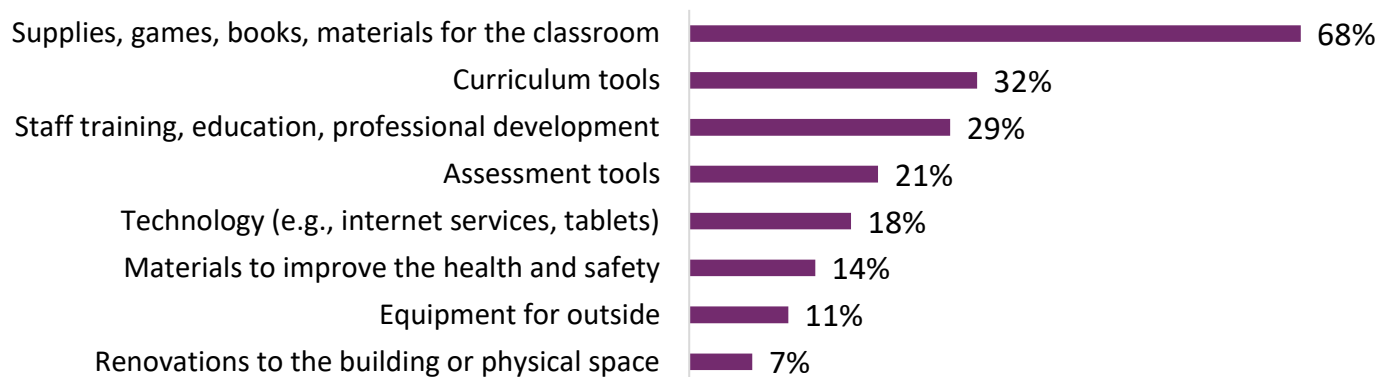


Source: Previously Participating Provider Survey, 2018, Child Trends

Parent Aware Grants

Previously Rated providers who received a One-, Two-, or Three-Star Rating had access to Parent Aware Grants that could be used to implement changes to their programs. Respondents were asked how they spent the money they received after their Rating. As shown in Figure 27, providers reported spending their money on supplies, games, books, and materials for the classroom (68%). About one third of providers spent money on curriculum tools (32%) and staff training, education, and professional development (29%).

Figure 27. Areas for Which Previously Rated Providers Spent Parent Aware Grant Money (n = 28)



Source: Previously Participating Provider Survey, 2018, Child Trends

Changes made as a direct result of participating in Parent Aware

Respondents were asked to reflect on changes they made as a direct result of participating in Parent Aware (see Table 14). The majority of providers (75%) reported purchasing supplies and materials for their program. In addition, 63 percent of providers reported paying more attention to how interactions among children and adults promote children's learning, and 60 percent reported that they were more intentional in activity planning. Half of respondents (50%) reported they believed they were critical to kindergarten readiness, and over a third were more committed to the early care and education field (36%).

Table 14. Previously Rated Providers' Report of Changes Made as a Direct Result of Participating in Parent Aware

	No	Don't Know	Yes
I purchased additional supplies, games, books, or materials for my program. (n = 36)	25%	0%	75%
I (or my staff) paid more attention to how interactions among children and adults promote children's learning. (n = 35)	37%	0%	63%
I (or my staff) was/were more intentional about how planned activities and the environment impact children's lives. (n = 35)	40%	0%	60%
I thought of myself (or my program) as critical to kindergarten readiness. (n = 36)	47%	3%	50%
I (or my staff) was/were more committed to the early care and education field. (n = 36)	61%	3%	36%
I charged higher rates. (n = 36)	100%	0%	0%
I increased my or my staff's wages. (n = 36)	97%	3%	0%

Source: Previously Participating Provider Survey, 2018, Child Trends

Reflecting on the Rating process

Respondents were asked to reflect on the most recent Rating they received (see Table 15). The majority of providers (69%) agreed they knew what needed to be done in order to achieve the Rating they wanted. The majority of providers agreed that the Rating they received was fair (57%), but fewer agreed the Rating accurately reflected their program's quality.

Table 15. Previously Rated Providers' Experiences after their Rating was Received

	Disagree	Neutral	Agree
I knew what I needed to do in order to get the Rating I wanted. (n = 35)	17%	14%	69%
The Rating I received was fair. (n = 35)	14%	29%	57%
The due dates within Parent Aware give me enough time to complete the necessary paperwork. (n = 34)	29%	18%	53%
The Rating my program received accurately reflects my program's quality. (n = 35)	34%	26%	40%
I have recommendations about how the Rating process could be improved in the future. (n = 34)	12%	53%	35%

Source: Previously Participating Provider Survey, 2018, Child Trends

Reasons for leaving Parent Aware

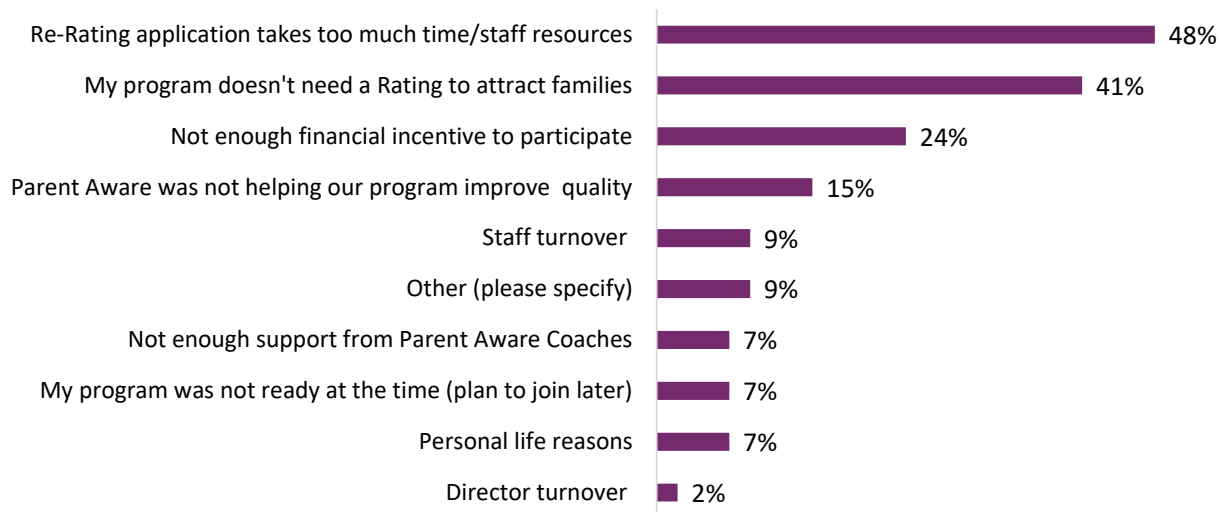
Previously rated providers were asked to identify possible reasons that affected their decision not to pursue a Re-Rating in Parent Aware. In the figures, the percentage next to each reason reflects the portion of respondents who identified the reason as one that affected their decision not to pursue a Re-Rating in Parent Aware (see Figure 28 and Figure 29). The majority of providers reported that the *primary reason* they did not pursue a Re-Rating was because the Re-Rating application takes too much time and staff resources (28%). Providers also reported they do not need a Parent Aware Rating to attract families to their program (17%). Twenty-four percent of providers selected other reasons. When asked to explain, providers reported that Parent Aware Ratings did not accurately represent quality and the process was unfair (30%). Providers were asked to identify other reasons that affected their decision not to pursue a Re-Rating in Parent Aware. As noted in Figure 29, about a quarter of providers (24%) reported there were not enough financial incentives to participate in Parent Aware; however, this was not a primary reason affecting providers' decision not to pursue a Re-Rating in Parent Aware.

Figure 28. Primary Reasons Affecting Previously Rated Providers Decision not to Re-Rate in Parent Aware (n = 46)



Source: Previously Participating Provider Survey, 2018, Child Trends

Figure 29. Other Factors Affecting Previously Rated Providers' Decision not to Re-Rate in Parent Aware (n = 46)

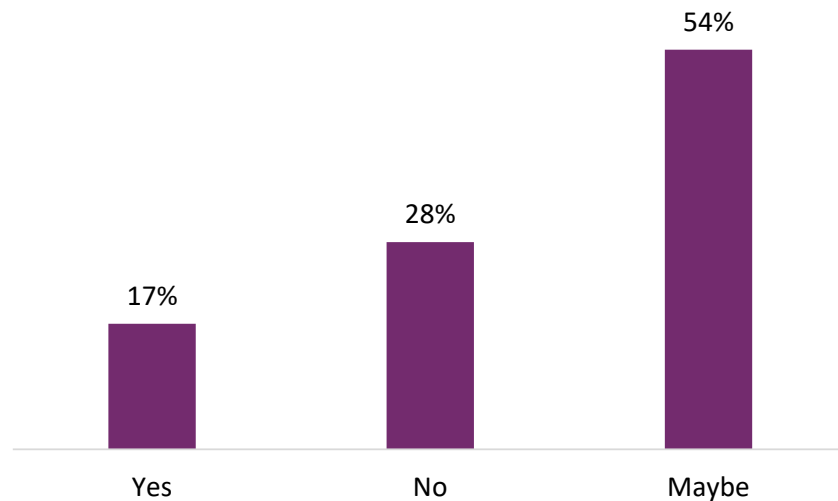


Source: Previously Participating Provider Survey, 2018, Child Trends

Motivations to join Parent Aware

Previously rated providers were asked if they would consider re-joining Parent Aware. Over half of providers (54%) indicated they will “Maybe” re-join Parent Aware; over one-fourth (28%) indicated they will not re-join, and almost one fifth indicated they will re-join Parent Aware (17%) (see Figure 30).

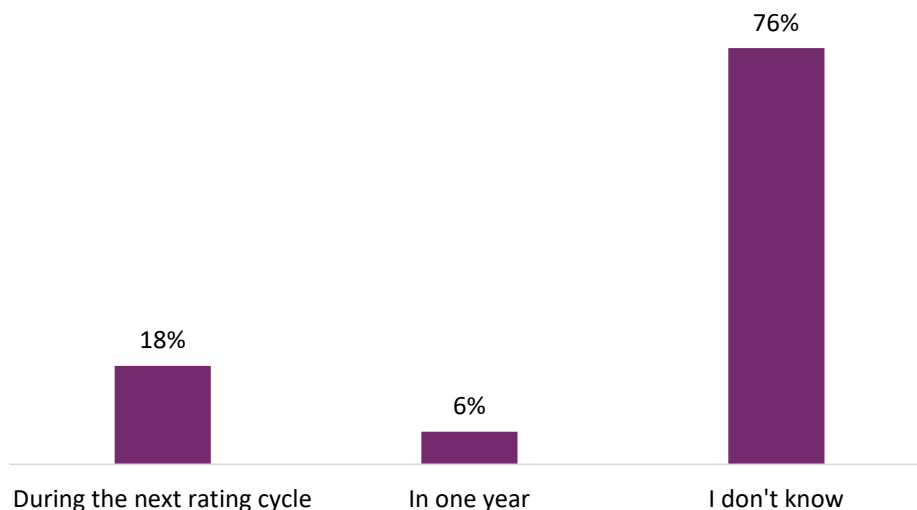
Figure 30. Will you Re-join Parent Aware? (n = 46)



Source: Previously Participating Provider Survey, 2018, Child Trends

Providers were also asked when they plan to re-join Parent Aware (see Figure 31). Three fourths of providers (76%) reported they do not know when they will re-join Parent Aware. Eighteen percent reported they will re-join during the next Rating cycle, and a few providers (6%) reported they will join in the next year.

Figure 31. When will you Re-join Parent Aware? (n = 33)



Source: Previously Participating Provider Survey, 2018, Child Trends

Providers were requested to share comments about what would motivate them to join Parent Aware in the future. Twenty-six percent of providers (n = 5) reported that access to Parent Aware Grants and other financial incentives would motivate them to re-join. Providers also reported that increased accessibility of trainings and professional development opportunities (21%, n = 4) and a streamlined application process (21%, n = 4) would also affect their decision to re-join Parent Aware in the future.

Providers were also asked to comment on barriers they have experienced that have kept them from re-joining Parent Aware. The majority of providers (65%, n = 11) reported lack of time as a barrier to re-joining. Providers also commented on the large amount of paperwork required in the Rating process (21%, n = 4) as well as challenges to meeting training requirements (16%, n = 3).

Summary of findings from previously rated providers

Previously rated providers represent child care centers and family child care programs that previously participated in Parent Aware. Respondents were almost equally family child care providers (51%) and child care center directors (49%). About one quarter of providers were located in small towns (32%), and another quarter were located in suburban areas (24%).

These results provide insight into the experiences of providers who previously participated in Parent Aware, and their future plans for participation. Forty-two percent of providers report overall positive impressions of Parent Aware. Half of providers (50%) report they knew what was expected of them in Parent Aware; most providers (70%) report that their Quality Coach was helpful in teaching them the Parent Aware requirements. In addition, 57% of previously rated providers believe the Rating they received was fair.

The primary reason affecting previously rated providers' decision not to re-join Parent Aware is that the Re-Rating application takes too much time and staff resources (28%). When asked to comment on barriers they faced in re-joining Parent Aware, the majority of providers (65%) reported lack of time. Also, previously rated reported that access to Parent Aware Grants and other financial incentives may be motivations factors to re-join Parent Aware (26%).

Conclusions

This report is the fourth in a series that provides information about the opinions and perceptions of providers with unique characteristics and experiences with Parent Aware. Automatic, Accelerated and Full-Rating Pathway providers are currently participating in Parent Aware; their responses provide insights into the benefits and challenges of participating in Parent Aware. Responses from providers who are eligible for a Rating, but not enrolled, can help inform new communication and support strategies for engaging and recruiting providers into Parent Aware. Finally, the experiences of providers who previously participated in Parent Aware can be especially useful for examining why providers stop participating and what would motivate them to return.

Perceptions of Parent Aware

Participating providers expressed strong positive perceptions of the system; the majority of Automatic and Accelerated Pathway (89%) and Full-Rating Pathway (86%) providers reported a somewhat or extremely positive impression of Parent Aware, compared to 42 percent of previously rated providers.

Most Automatic and Accelerated (59%) and Full-Rating Pathway providers (69%) believe their program is of higher quality because of their participation in Parent Aware. Previously rated providers were less likely to agree with this statement (27%).

Providers' perceptions of parents' interest in and use of Parent Aware ratings vary. Automatic, Accelerated and Full-Rating Pathway providers tell parents about their Rating and believe the Ratings are useful to parents. Fewer previously rated providers believe the Ratings are useful to parents. However, fewer Automatic, Accelerated and Full-Rating Pathway providers, as well as previously rated providers, believe that parents use the Rating to select their program.

Most Automatic and Accelerated Pathway providers reported they will reapply for a Rating when their Rating expires (94%), compared to about three quarters of Full-Rating Pathway providers (77%). About half of previously rated providers said they would "Maybe" rejoin Parent Aware (54%).

Motivations to join Parent Aware

Most providers are motivated by the financial incentives to join Parent Aware. Automatic, Accelerated and Full-Rating Pathway providers reported that their primary motivator to join is to access Early Learning Scholarships and to receive Parent Aware Grants, respectively. Furthermore, previously rated providers cited access to Early Learning Scholarships and Parent Aware Grants as the primary reasons they joined Parent Aware.

Non-rated providers reported that access to free or low-cost training (53%) and Parent Aware Grants (39%) would affect their decision to join Parent Aware. When asked if they would consider joining Parent Aware, 59 percent said "No," 14 percent said "Yes," and 28 percent said they "Don't Know".

Parent Aware supports

As in previous surveys, providers value incentives and supports offered in Parent Aware. Nearly all Full-Rating Pathway providers (94%) and the majority of previously rated providers (71%) considered their Quality Coach the most helpful support. Providers also indicated that free or low-cost training was a helpful support (86% of Full-Rating Pathway and 67% of previously rated providers).

The majority of Full-Rating Pathway and previously rated providers reported spending Parent Aware Grant money on supplies for their program (75% and 68% respectively). Additionally, purchasing supplies was also the most frequent change reported by both Full-Rating Pathway and previously rated providers (89% and 75% respectively).

Recommendation for improvements

Providers' suggestions for improvements to Parent Aware varied by provider type. Automatic and Accelerated Pathway providers wanted to see changes to the system, such as a streamlined application and renewal process (49%). Over half of Full-Rating Pathway providers commented on the need for more financial supports and incentives offered to programs, and one third (31%) cited concerns with available Parent Aware Grants and Early Learning Scholarships awarded to programs.

Previously rated providers commented on barriers they experienced that kept them from re-joining Parent Aware. They reported lack of time (65%, n = 11) as well as the large amount of paperwork required in the Rating process (21%, n = 4) as barriers.

Non-rated providers' beliefs

Non-rated providers' beliefs about the usefulness of Parent Aware to families are similar to those reported in previous surveys. Although non-rated providers agree that families should consider a program's quality when choosing child care for their child, they are less likely to agree that parents should consider a program's Parent Aware Rating when selecting child care.

Non-rated providers may benefit from information that demonstrates how Parent Aware Ratings are meaningful measures of program quality and how parents are responding over time to Parent Aware Ratings. Increasing the number of non-rated providers who are interested in and enroll in Parent Aware is important for improving access to Rated Programs for all children and families in Minnesota.

Recommendations

Providers participating in Parent Aware value the incentives and supports offered. Providers reported that access to Parent Aware Grants and Early Learning Scholarships are key factors in their decision to join Parent Aware. Full-Rating Pathway providers reported that the support Quality Coaches offer was the most helpful Parent Aware support. We recommend that Parent Aware implementers highlight these tangible benefits, as well as the changes providers reported making as a direct result of participating in Parent Aware, when recruiting providers to participate.

Automatic, Accelerated, and Full-Rating Pathway providers reported that the Parent Aware application and renewal process could be streamlined and simplified. Parent Aware implementers could consider identifying ways to make this process easier and alleviate some of the burden on programs; this is especially true for Full-Rating Pathway providers, who reported with less frequency their plans to pursue a Re-Rating in Parent Aware (77% compared to 94% of Automatic and Accelerated Pathway providers).

Additionally, Full-Rating Pathway providers reported that they would like to see changes to how Quality Grants are awarded. These providers may feel dis-incentivized to achieve a Four-Star Rating because grants are awarded only to providers who earn a One-, Two-, or Three-Star Rating. Parent Aware implementers could consider also incentivizing programs that earn a Four-Star Rating, so that providers do not feel the need to intentionally lower their Star Rating in order to receive Parent Aware Grants.

Appendix A: Survey respondent demographics

Automatic and Accelerated Pathways

Table A 1. Education and qualifications of Automatic and Accelerated Pathway respondents

	School Based	Child Care Center	Head Start	Family Child Care
Highest Level of Education	(n = 117)	(n = 112)	(n = 14)	(n = 12)
High school diploma or GED	0%	1%	0%	0%
Some college, but no degree	0%	7%	0%	25%
Two-year college degree in non-related field	1%	4%	0%	0%
Two-year college degree in Early Childhood or related field	0%	9%	0%	25%
Bachelor's degree in non-related field	8%	24%	7%	17%
Bachelor's degree in early childhood or related field	45%	29%	57%	8%
Graduate degree in non-related field	19%	7%	14%	0%
Graduate degree in early childhood or related field	27%	18%	21%	25%
Certificates	(n = 110)	(n = 111)	(n = 14)	(n = 12)
CDA	4%	6%	7%	42%
Years of experience				
Average number of years in current position	10 (n = 116)	10 (n = 105)	7 (n = 14)	19 (n = 12)
Average number of years in early care and education since 18 years old	21 (n = 118)	21 (n = 112)	20 (n = 14)	26 (n = 11)

Table A 2. Demographic characteristics of Automatic and Accelerated Pathway respondents

	School Based	Child Care Center	Head Start	Family Child Care
Age	(n = 115)	(n = 109)	(n = 13)	(n = 12)
18-24	1%	0%	0%	0%
25-30	4%	7%	8%	0%
31-40	30%	25%	15%	0%

	School Based	Child Care Center	Head Start	Family Child Care
41-50	30%	40%	31%	25%
51-60	24%	18%	23%	58%
61 or older	11%	10%	23%	17%
Racial/Ethnic group	(n = 116)	(n = 110)	(n = 14)	(n = 12)
White/Caucasian	98%	89%	86%	92%
Black/African American	0%	3%	0%	0%
African	0%	0%	7%	0%
Asian	2%	2%	0%	0%
Hispanic/Latino-Mexican	0%	2%	0%	0%
Other	0%	3%	7%	8%
Language spoken at home	(n = 117)	(n = 112)	(n = 14)	(n = 12)
English	99%	95%	100%	92%
Other	1%	5%	0%	8%
Gender	(n = 116)	(n = 112)	(n = 14)	(n = 12)
Female	95%	99%	86%	100%
Male	5%	1%	14%	0%

Table A 3. Other Automatic and Accelerated Pathway program characteristics²³

	School Based	Child Care Center	Head Start	Family Child Care
Other	-	(n = 120)	-	-
For-profit	-	44%	-	-
Not-for-profit	-	50%	-	-
Independent	-	4%	-	-
Franchise	-	2%	-	-
The average number of children:				
Enrolled	119 (n = 112)	82 (n = 111)	259 (n = 13)	11 (n = 12)
Receive Child Care Assistance	2 (n = 82)	15 (n = 107)	20 (n = 9)	0 (n = 12)
Use an Early Learning Scholarship	14 (n = 110)	7 (n = 107)	27 (n = 13)	1 (n = 12)
	19	2	39	0

²³ A dash ("-") indicates the item was not asked of that program type.

	School Based	Child Care Center	Head Start	Family Child Care
Have an Individualized Education Plan	(n = 105)	(n = 101)	(n = 13)	(n = 11)
Are Dual Language Learners	19 (n = 104)	7 (n = 105)	65 (n = 12)	0 (n = 12)

Full-Rating Pathway Providers

Table A 4. Education and qualifications of Full-Rating Pathway respondents

	Child Care Center	Family Child Care
Highest Level of Education	(n = 109)	(n = 374)
High school diploma or GED	5%	15%
Some college, but no degree	12%	34%
Two-year college degree in non-related field	7%	16%
Two-year college degree in early childhood or related field	17%	8%
Bachelor's degree in non-related field	20%	11%
Bachelor's degree in early childhood or related field	27%	12%
Graduate degree in non-related field	7%	2%
Graduate degree in early childhood or related field	5%	2%
Certificates	(n = 108)	(n = 374)
CDA	12%	12%
Years of experience	(n = 105, 108)	(n = 371, 360)
Average number of years in current position	11	15
Average number of years in early care and education since 18 years old	19	19

Table A 5. Fully Rated respondents' time spent working with a Quality Coach

	Child Care Center	Family Child Care
Months worked with Quality Coach in 1 year	(n = 102)	(n = 353)
0 months	19%	14%
1-2 months	16%	16%
3-4 months	29%	25%
5-6 months	22%	24%
More than 6 months	15%	22%
Hours/month worked with Quality Coach	(n = 98)	(n = 344)
0<1 hour per month	14%	13%
1-2 hours per month	28%	33%
3-5 hours per month	39%	37%
6-7 hours per month	7%	9%
8-10 hours per month	9%	6%
More than 11 hours per month	3%	2%

Table A 6. Demographic characteristics of Full-Rating Pathway respondents

	Child Care Center	Family Child Care
Age	(n = 108)	(n = 368)
18-24	3%	0%
25-30	7%	5%
31-40	22%	32%
41-50	42%	32%
51-60	22%	24%
61 or older	4%	7%
Racial/Ethnic group	(n = 108)	(n = 375)
White/Caucasian	90%	93%
Black/African American	6%	2%
African	1%	2%
Asian	0%	1%
Hispanic/Latino-Mexican	2%	0%
Other	1%	2%
Language spoken at home	(n = 108)	(n = 375)
English	94%	98%
Other	6%	2%
Gender	(n = 109)	(n = 377)
Female	94%	100%
Male	6%	0%

Table A 7. Other Full-Rating Pathway program characteristics

	Child Care Center	Family Child Care
Other Program Characteristics	(n = 113)	-
For-profit	45%	-
Not-for-profit	48%	-
Building Quality	65%	69%
	(n = 114)	(n = 390)
Program is currently full	52%	75%
	(n = 108)	(n = 374)
Program currently has a waiting list	68%	69%
	(n = 109)	(n = 374)
The average number of children:		
Enrolled	62	9
	(n = 105)	(n = 369)
Receive Child Care Assistance	10	1
	(n = 100)	(n = 349)
Use an Early Learning Scholarship	5	1
	(n = 103)	(n = 353)
Have an Individualized Education Plan	3	0
	(n = 99)	(n = 335)

	Child Care Center	Family Child Care
Are Dual Language Learners	5 (n = 101)	0 (n = 332)

Non-rated Providers

Table A 8. Education and qualification of non-rated respondents

	Child Care Center	Family Child Care
Highest Level of Education	(n = 83)	(n = 645)
High school diploma or GED	0%	16%
Some college, but no degree	6%	12%
Two-year college degree in non-related field	5%	1%
Two-year college degree in Early Childhood or related field	8%	2%
Bachelor's degree in non-related field	22%	16%
Bachelor's degree in early childhood or related field	42%	29%
Graduate degree in non-related field	6%	16%
Graduate degree in early childhood or related field	11%	8%
Certificates	(n = 79)	(n = 643)
CDA	5%	9%
Years of experience		
Average number of years in current position	10 (n = 81)	18 (n = 645)
Average number of years in early care and education since 18 years old	21 (n = 81)	22 (n = 605)
Median years of experience in ECE since 18 years old	20 (n = 81)	22 (n = 605)

Table A 9. Demographic characteristics of non-rated respondents

	Child Care Center	Family Child Care
Age	(n = 78)	(n = 626)
18-24	0%	1%
25-30	4%	6%
31-40	27%	23%
41-50	32%	29%
51-60	27%	28%
61 or older	10%	12%
Racial/Ethnic group	(n = 79)	(n = 643)
White/Caucasian	96%	98%
Black/African/African-American	3%	1%

	Child Care Center	Family Child Care
Language spoken at home	(n = 76)	(n = 647)
English	97%	99%
Other	2%	1%

Table A 10. Other non-rated program characteristics

	Child Care Center	Family Child Care
Other Program Characteristics	(n = 89)	(n = 713)
For-profit	40%	-
Not-for-profit	55%	-
Full program	54% (n = 81)	83% (n = 653)
Waiting list	64% (n = 81)	75% (n = 652)
The number of children:	(n = 22)	(n = 72)
Enrolled	58.39 (n = 82)	8.27 (n = 628)
Receive Child Care Assistance	2 (n = 80)	0 (n = 587)
Have an Individualized Education Plan	1 (n = 79)	0 (n = 541)
Are Dual Language Learners	7 (n = 77)	0 (n = 507)

Previously Participating Providers

Table A 11. Education and qualification of previously participating respondents

	Child Care Center	Family Child Care
Highest Level of Education	(n = 23)	(n = 23)
High school diploma or GED	0%	4%
Some college, but no degree	13%	30%
Two-year college degree in non-related field	0%	22%
Two-year college degree in Early Childhood or related field	13%	4%
Bachelor's degree in non-related field	9%	13%
Bachelor's degree in Early Childhood or related field	30%	22%
Graduate degree in non-related field	9%	0%
Graduate degree in early childhood or related field	26%	4%
Certificates	(n = 23)	(n = 24)
CDA	9%	17%
Years of experience		
Average number of years in current position	11 (n = 23)	21 (n = 25)
Average number of years in early care and education since 18 years old	19 (n = 23)	19 (n = 22)

Table A 12. Demographic characteristics of previously participating respondents

	Child Care Center	Family Child Care
Age	(n = 23)	(n = 24)
18-24	5%	0%
25-30	9%	0%
31-40	40%	21%
41-50	32%	42%
51-60	9%	17%
61 or older	5%	21%
Racial/Ethnic group	(n = 23)	(n = 24)
White/Caucasian	96%	100%
Black/African American	3%	0%
African	0%	0%
Asian	0%	0%
Hispanic/Latino-Mexican	0%	0%
Other	0%	0%
Language spoken at home	(n = 23)	(n = 24)
English	96%	100%
Somali	0%	0%

	Child Care Center	Family Child Care
Other	4%	0%
Gender	(n = 23)	(n = 23)
Female	96%	100%
Male	4%	0%

Table A 13. Other previously participating program characteristics

	Child Care Center	Family Child Care
Other Program Characteristics	(n = 24)	-
For-profit	63%	-
Not-for-profit	38%	-
Building Quality	-	-
Program is currently full	39% (n = 23)	79% (n = 24)
Program currently has a waiting list	65% (n = 23)	79% (n = 24)
The number of children:		
Enrolled	64 (n = 23)	9 (n = 23)
Receive Child Care Assistance	3 (n = 22)	1 (n = 23)
Use an Early Learning Scholarship	0 (n = 22)	0 (n = 21)
Have an Individualized Education Plan	1 (n = 21)	1 (n = 21)
Are Dual Language Learners	4 (n = 20)	0 (n = 21)

Appendix B. Tables comparing survey responses in 2013, 2014, 2015, and 2018

Automatic and Accelerated Pathways

Table B 1. Automatic and Accelerated Pathway providers indicating their #1 ranked reason for joining Parent Aware

	2013	2014	2015	2018
To access the Early Learning Scholarships	36% (n = 16/44)	47% (n = 109/235)	51% (n = 100/196)	66% (n = 125/189)
To be a part of a cutting-edge early childhood initiative/program	23% (n = 10/44)	13% (n = 31/235)	15% (n = 29/197)	-
To better attract families to my program	18% (n = 8/44)	7% (n = 17/235)	13% (n = 24/189)	19% (n = 29/156)
To access higher CCAP reimbursement rates	-	7% (n = 17/235)	11% (n = 20/188)	14% (n = 20/147)
Someone else in my program requires my program to participate	0% (n = 0/44)	8% (n = 18/235)	6% (n = 11/192)	12% (n = 14/119)
It is important for my professional development/professionalism	21% (n = 9/44)	4% (n = 9/235)	6% (n = 11/190)	14% (n = 15/105)
I joined Parent Aware for another reason not listed	0% (n = 0/44)	2% (n = 5/235)	4% (n = 7/183)	12% (n = 15/127)
To access free or low-cost training	-	-	1% (n = 2/190)	7% (n = 7/103)
Access to a Professional Development Advisor	-	-	-	3% (n = 2/78)

Table B 2. Automatic and Accelerated Pathway providers' experiences with Parent Aware²⁴

	2013			2014			2015			2018		
	Disagree	Neutral	Agree	Disagree	Neutral	Agree	Disagree	Neutral	Agree	Disagree	Neutral	Agree
The Rating I received was fair	-	-	-	2%	3%	95%	2%	5%	93%	2%	2%	96%
The Rating my program received accurately reflects my program's quality	-	-	-	2%	4%	94%	3%	2%	95%	4%	3%	94%
We plan to apply for Parent Aware in the future when my Rating is set to expire	2%	9%	89%	2%	6%	92%	1%	5%	94%	3%	4%	94%
I would recommend that other programs join Parent Aware	7%	16%	77%	9%	18%	73%	6%	16%	78%	9%	16%	75%
The Parent Aware Rating application process was easy	11%	5%	84%	16%	24%	60%	24%	14%	62%	25%	19%	56%
We have made changes to our	52%	18%	30%	26%	18%	56%	26%	23%	51%	22%	22%	56%

²⁴ Items listed below the thick bar in each table are items reported in the Appendix only.

	2013			2014			2015			2018		
	Disagree	Neutral	Agree	Disagree	Neutral	Agree	Disagree	Neutral	Agree	Disagree	Neutral	Agree
program as a result of joining Parent Aware												
Teachers are able to find the professional development trainings they need	32%	23%	45%	22%	27%	51%	15%	26%	59%	22%	26%	53%
My licensor is familiar with Parent Aware	-	-	-	-	-	-	7%	60%	33%	7%	45%	48%
I have talked to my licensor about Parent Aware	-	-	-	-	-	-	36%	46%	18%	23%	47%	30%
I know what is expected of me	-	-	-	15%	17%	68%	7%	8%	85%	9%	7%	84%
Our experience with Parent Aware has been what we expected	21%	28%	51%	14%	27%	59%	9%	21%	70%	10%	25%	66%
I am able to find the professional development trainings I need	-	-	-	16%	22%	62%	12%	22%	65%	17%	22%	61%

	2013			2014			2015			2018		
	Disagree	Neutral	Agree	Disagree	Neutral	Agree	Disagree	Neutral	Agree	Disagree	Neutral	Agree
I believe my program is of higher quality because we joined Parent Aware	-	-	-	20%	26%	54%	17%	27%	56%	19%	22%	59%
I received information about Parent Aware from my Food Program Advisor (CACFP)	-	-	-	-	-	-	54%	43%	3%	44%	45%	11%

Table B 3. Automatic and Accelerated Pathway providers' perceptions of the primary purpose of Parent Aware

	2014			2015			2018		
	Disagree	Neutral	Agree	Disagree	Neutral	Agree	Disagree	Neutral	Agree
The primary purpose of Parent Aware is to help early care and education programs improve their quality	7%	8%	85%	5%	12%	83%	-	-	-
The primary purpose of Parent Aware is to share information with parents about the quality of early care and education programs	11%	17%	72%	8%	13%	79%	-	-	-
The primary purpose of Parent Aware is to rate the quality of early care and education programs	14%	17%	69%	10%	18%	72%	-	-	-
The primary purpose of Parent Aware Ratings is to help families find quality child care and early care and education.	-	-	-	-	-	-	10%	9%	81%

	2014			2015			2018		
	Disagree	Neutral	Agree	Disagree	Neutral	Agree	Disagree	Neutral	Agree
The primary purpose of Parent Aware is to help early care and education programs improve their quality	7%	8%	85%	5%	12%	83%	-	-	-
The primary purpose of Parent Aware is to share information with parents about the quality of early care and education programs	11%	17%	72%	8%	13%	79%	-	-	-
The primary purpose of Parent Aware Ratings is to help parents searching for care and education for their young children search providers' Ratings at ParentAware.org	-	-	-	-	-	-	10%	22%	68%
The primary purpose of Parent Aware Ratings is to help programs improve their practices	-	-	-	-	-	-	8%	14%	78%

Table B 4. Automatic and Accelerated Pathway providers' opinions about marketing strategies

	2013			2014			2015			2018		
	Disagree	Neutral	Agree	Disagree	Neutral	Agree	Disagree	Neutral	Agree	Disagree	Neutral	Agree
Families are more likely to choose our program because we joined Parent Aware	32%	36%	32%	31%	28%	41%	22%	27%	51%	21%	29%	50%
We tell families in our program about Parent Aware	5%	9%	86%	5%	11%	84%	5%	10%	85%	8%	11%	81%
Parent Aware has been beneficial to the families we serve	32%	38%	30%	21%	21%	58%	12%	22%	66%	13%	25%	62%
When choosing child care for their child, parents should consider program's quality	-	-	-	1%	2%	96%	1%	4%	95%	1%	4%	95%

	2013			2014			2015			2018		
	Disagree	Neutral	Agree	Disagree	Neutral	Agree	Disagree	Neutral	Agree	Disagree	Neutral	Agree
We display the marketing materials given to us by Parent Aware	-	-	-	10%	9%	81%	11%	8%	81%	6%	11%	82%
When choosing child care for their child, parents should consider a program's Parent Aware Rating	-	-	-	7%	14%	79%	5%	15%	80%	7%	14%	79%
Parent Aware Ratings are useful to parents	-	-	-	9%	19%	72%	5%	17%	78%	9%	21%	70%
Parent Aware Ratings are useful to early care and education programs	-	-	-	12%	13%	75%	7%	16%	76%	10%	15%	75%

Table B 5. Automatic and Accelerated Pathway providers' changes made as a direct result of participating

	2015			2018		
	No	Don't Know	Yes	No	Don't Know	Yes
I (or my staff) am/are more intentional about how planned activities and the environment impact children's lives	47%	2%	51%	43%	3%	55%
I think of myself (or my program) as critical to kindergarten readiness	38%	2%	60%	43%	3%	54%
I (or my staff) pay more attention to how interactions among children and adults promote children's learning	50%	4%	46%	45%	4%	51%
I (or my staff) am/are more committed to the early care and education field	46%	3%	51%	46%	4%	49%
I increased my or my staff's wages	83%	3%	14%	79%	5%	16%
I charge higher rates	90%	2%	8%	86%	4%	10%
I changed the daily routine of my program	78%	1%	21%	78%	3%	19%
I serve more children who receive county child care assistance (CCAP)	68%	12%	20%	67%	9%	24%
I extended my program's hours of operation	82%	1%	17%	77%	3%	20%
Our program has opened a new classroom (for child care centers only)	85%	2%	13%	79%	4%	17%
I serve more children who speak a language other than English	83%	4%	13%	81%	4%	14%
I serve more children who have one or more of these characteristics: children who have disabilities, or development delays, who reside on "Indian lands," who are migrant, homeless, or in foster care	83%	5%	12%	76%	6%	17%
I changed the food served in my program	89%	1%	10%	86%	3%	10%

Table B 6. Degree to which Automatic and Accelerated Pathway providers reported making changes to their program as a result of participating in Parent Aware

	2015					2018				
	N/A	No	Not Yet	Partially	Yes	N/A	No	Not Yet	Partially	Yes
I (or my staff) joined Develop for the first time (and received a Career Lattice Step)	41%	26%	3%	4%	26%	27%	16%	4%	9%	44%
I (or my staff) started measuring children's progress with a child assessment tool	32%	17%	1%	8%	41%	27%	21%	0%	11%	41%
I (or my staff) took more hours of training than in previous years	29%	20%	5%	10%	36%	26%	24%	1%	10%	40%
I (or my staff) started using children's assessment results to guide individualized or group instruction	38%	19%	2%	8%	33%	33%	20%	1%	10%	36%
I (or my staff) started sharing children's assessment results with parents	41%	20%	1%	5%	32%	36%	21%	1%	7%	35%
I (or my staff) started observing and documenting children's development	41%	20%	1%	8%	30%	35%	21%	1%	7%	35%
I changed our program's approach to professional development	23%	19%	5%	19%	35%	19%	17%	4%	26%	34%
I (or my staff) started using a curriculum	43%	21%	1%	3%	32%	39%	22%	0%	5%	33%
I (or my staff) improved my relationship with my families (e.g., newsletter)	42%	25%	2%	4%	28%	39%	24%	0%	6%	31%
I (or my staff) started making lesson plans	49%	24%	0%	3%	25%	42%	24%	0%	5%	29%
My approach to classroom/environment organization has changed	29%	28%	2%	14%	28%	30%	29%	2%	13%	24%
I (or my staff) joined a professional association or became more active in a child care provider association	43%	32%	4%	3%	18%	37%	33%	4%	8%	19%

Full-Rating Pathway Providers

Table B 7. Full-Rating Pathway providers' experiences with Parent Aware implementation

	2013			2014			2015			2018		
	Disagree	Neutral	Agree	Disagree	Neutral	Agree	Disagree	Neutral	Agree	Disagree	Neutral	Agree
Parent Aware has been beneficial to my program	-	-	-	5%	13%	82%	9%	12%	79%	7%	12%	81%
I know what is expected of me in Parent Aware	13%	13%	74%	8%	13%	78%	10%	11%	79%	6%	13%	81%
We have made changes to our program as a result of joining Parent Aware	-	-	-	4%	7%	89%	7%	13%	80%	10%	12%	79%
I would recommend that other programs join Parent Aware	15%	12%	73%	6%	17%	77%	9%	21%	70%	9%	18%	73%
I believe my program is of higher quality because we joined Parent Aware	-	-	-	5%	17%	78%	11%	17%	72%	15%	16%	69%
My experience with Parent Aware has been what I	20%	12%	68%	12%	21%	67%	15%	15%	70%	12%	22%	66%

	2013			2014			2015			2018		
	Disagree	Neutral	Agree	Disagree	Neutral	Agree	Disagree	Neutral	Agree	Disagree	Neutral	Agree
expected												
I am able to find the professional development trainings I need	23%	3%	75%	14%	11%	75%	15%	12%	73%	14%	11%	76%
My experience with tracking my education and training in Develop has been positive	-	-	-	-	-	-	14%	16%	70%	12%	13%	75%
The professional development trainings offered are at an appropriate learning level	-	-	-	-	-	-	-	-	-	12%	14%	74%
I learned a lot about the quality of my environment/ classroom completing the Environment Self-Assessment Tool	-	-	-	-	-	-	9%	19%	72%	10%	18%	72%

	2013			2014			2015			2018		
	Disagree	Neutral	Agree	Disagree	Neutral	Agree	Disagree	Neutral	Agree	Disagree	Neutral	Agree
I believe the Environment Self-Assessment Tool accurately captures the quality of my environment/ classroom	-	-	-	-	-	-	12%	23%	64%	9%	21%	70%
My licensor is familiar with Parent Aware	-	-	-	-	-	-	8%	36%	56%	7%	30%	63%
Teachers are able to find the professional development trainings they need	-	-	-	17%	17%	66%	13%	26%	61%	14%	27%	60%
Uploading my materials (e.g., application and learning record) to Develop was easy	-	-	-	-	-	-	-	-	-	21%	19%	60%
The Develop website was easy to use	-	-	-	-	-	-	-	-	-	25%	16%	59%
I have talked to my licensor about Parent Aware	-	-	-	-	-	-	20%	34%	46%	19%	36%	46%

	2013			2014			2015			2018		
	Disagree	Neutral	Agree	Disagree	Neutral	Agree	Disagree	Neutral	Agree	Disagree	Neutral	Agree
My Food Program Advisor encourages participation in Parent Aware	-	-	-	-	-	-	22%	52%	26%	20%	54%	26%
The Parent Aware Orientation Session was helpful	10%	14%	76%	12%	32%	56%	11%	30%	59%	-	-	-
My experience with the Professional Development Registry has been positive	34%	17%	49%	17%	17%	67%	-	-	-	-	-	-
The Parent Aware application process was easy	-	-	-	26%	21%	53%	24%	14%	62%	-	-	-

Table B 8. Full-Rating Pathway providers' opinions about marketing strategies

	2013			2014			2015			2018		
	Disagree	Neutral	Agree	Disagree	Neutral	Agree	Disagree	Neutral	Agree	Disagree	Neutral	Agree
We tell families in our program about Parent Aware	5%	7%	88%	5%	8%	87%	4%	8%	87%	4%	13%	83%
Parent Aware has been beneficial to the families we serve	13%	13%	74%	15%	17%	68%	11%	26%	63%	16%	26%	58%
Families are more likely to choose our program because we joined Parent Aware	24%	19%	57%	25%	21%	54%	20%	29%	50%	26%	28%	46%
When choosing child care for their child, parents should consider a program's quality	-	-	-	2%	0%	98%	1%	6%	93%	5%	8%	87%
We display the marketing materials given to us by Parent Aware	-	-	-	10%	9%	81%	17%	10%	73%	18%	18%	63%
Parent Aware Ratings are useful to early care and education programs	-	-	-	12%	13%	75%	10%	19%	71%	11%	20%	69%
When choosing child care for their child, parents should consider a program's Parent Aware Rating	-	-	-	12%	17%	71%	13%	19%	68%	15%	22%	63%
Parent Aware Ratings are useful to parents	-	-	-	9%	19%	72%	13%	20%	66%	14%	24%	62%

Table B 9. Full-Rating Pathway providers' perceptions of the primary purpose of Parent Aware

	2014			2015			2018		
	Disagree	Neutral	Agree	Disagree	Neutral	Agree	Disagree	Neutral	Agree
The primary purpose of Parent Aware Ratings is to help programs improve their practices	-	-	-	-	-	-	4%	11%	85%
The primary purpose of Parent Aware Ratings is to help families find quality child care and early care and education	-	-	-	-	-	-	9%	18%	73%
The primary purpose of Parent Aware Ratings is to help parents searching for care and education for their young children search providers' Ratings at ParentAware.org	-	-	-	-	-	-	10%	26%	65%
The primary purpose of Parent Aware is to help early care and education programs improve their quality	4%	7%	89%	5%	9%	86%	-	-	-
The primary purpose of Parent Aware is to share information with parents about the quality of early care and education programs	1%	29%	70%	10%	24%	66%	-	-	-
The primary purpose of Parent Aware is to rate the quality of early care and education programs	6%	23%	71%	10%	18%	72%	-	-	-

Table B 10. Full-Rating Pathway providers' experience with their Quality Coach

	2013			2014			2015			2018		
	Disagree	Neutral	Agree	Disagree	Neutral	Agree	Disagree	Neutral	Agree	Disagree	Neutral	Agree
My Quality Coach has helped me to understand the Parent Aware requirements	3%	13%	85%	7%	10%	83%	7%	8%	85%	4%	8%	88%
The time my Quality Coach has to work with me is sufficient	10%	10%	80%	12%	7%	81%	12%	15%	73%	6%	12%	82%
My Professional Development Advisor (PDA) has helped me to understand the Parent Aware requirements	8%	23%	70%	8%	30%	62%	13%	26%	61%	8%	21%	70%

Table B 11. Full-Rating Pathway providers indicating their #1 ranked reason for enrolling in Parent Aware

	2013	2014	2015	2018
Access to Quality Grants (up to \$2500 for programs receiving a One-, Two-, or Three-Star Rating) ²⁵	-	6% (n = 5/83)	33% (n = 46/140)	43% (n = 125/289)
Access to Early Learning Scholarships	-	6% (n = 5/83)	35% (n = 34/97)	32% (n = 63/199)
Access to free or low-cost training found on Develop	-	7% (n = 6/83)	25% (n = 25/100)	25% (n = 51/203)
It is important for my professional development/professionalism	17% (n = 7/41)	30% (n = 25/83)	47% (n = 51/109)	24% (n = 33/139)
To better attract families to my program	10% (n = 4/41)	11% (n = 9/83)	15% (n = 13/84)	23% (n = 32/139)
Access to Professional Development Advisor	-	-	-	23% (n = 32/139)
Access to Building Quality Grants (up to \$1000) ²⁶	-	13% (n = 11/83)	18% (n = 19/104)	18% (n = 39/217)
Access to quality coaching	-	-	13% (n = 7/53)	17% (n = 19/115)
To be a part of a cutting-edge early childhood initiative/program	32% (n = 13/41)	16% (n = 13/83)	15% (n = 12/80)	16% (n = 17/108)
Access to higher CCAP reimbursement rates	-	4% (n = 3/83)	19% (n = 12/63)	11% (n = 17/153)
I joined Parent Aware for another reason not listed	7% (n = 3/41)	6% (n = 2/33)	17% (n = 11/64)	5% (n = 6/121)
My peers and colleague are participating in Parent Aware	-	-	10% (n = 5/50)	3% (n = 3/100)
If someone else in my program required me to join	5% (n = 2/41)	5% (n = 4/83)	4% (n = 2/53)	3% (n = 4/118)
Access to CLASS coaching	-	-	0%	2% (n = 3/133)
Access to quality improvements (coaching, money)	29% (n = 12/41)	-	-	-

²⁵ In the 2014 and 2015 surveys, Quality Grants were referred to as post-Rating support dollars.

²⁶ In the 2014 and 2015 surveys, Building Quality Grants were referred to as pre-Rating support dollars.

Table B 12. Full-Rated providers' perceptions of most helpful supports offered by Parent Aware

	2015				2018			
	Extremely helpful	Somewhat helpful	Not very helpful	Not used	Extremely helpful	Somewhat helpful	Not very helpful	Not used
My Quality Coach	68%	23%	7%	3%	75%	19%	3%	3%
Parent Aware Grants	71%	7%	1%	21%	69%	5%	1%	25%
Free or low-cost training	54%	22%	6%	18%	57%	29%	3%	11%
Building Quality Grants	65%	10%	1%	24%	56%	6%	1%	36%
Access to Early Learning Scholarships	33%	21%	8%	37%	31%	18%	8%	43%
Access to higher CCAP reimbursement rates	25%	17%	8%	50%	26%	15%	7%	53%
The Parent Aware website	26%	42%	20%	12%	24%	48%	16%	12%
Parent Aware publicity and marketing materials	17%	40%	30%	13%	18%	37%	24%	21%
The Feedback Report from the CLASS observations	10%	9%	2%	79%	13%	7%	3%	77%
My CLASS Coach	10%	3%	3%	84%	13%	6%	1%	80%
Inclusion Coaching (from the Center for Inclusive Child Care)	9%	6%	4%	81%	13%	6%	5%	77%
Infant/Toddler Coaching	-	-	-	-	10%	10%	3%	78%
Health/Safety Consulting	-	-	-	-	8%	12%	3%	77%
Business Consultation (from First Children's Finance)	7%	6%	3%	84%	8%	5%	4%	84%
Mental Health Consulting (from DHS-Children's Mental Health)	-	-	-	-	5%	4%	3%	89%
Translation and interpretation services	3%	2%	2%	93%	3%	4%	1%	91%
Other	-	-	-	-	3%	2%	2%	94%
Child Care Health Consultation (available only in Transformation Zones)	2%	2%	3%	92%	-	-	-	-

Table B 13. Full-Rating Pathway providers' indicating the #1 category of where Building Quality Grants will be spent

	2013	2014	2015	2018
Supplies, games, books, materials for the classroom	53%	59%	69%	75%
Equipment for outside	40%	27%	37%	61%
Curriculum tools	27%	28%	47%	46%
Staff training, education, professional development	60%	33%	48%	29%
Materials to improve the health and safety	20%	10%	15%	27%
Add in Technology (e.g., internet services, tablets)	-	-	-	26%
Assessment tools	13%	22%	29%	24%
Renovations to the building of physical space	33%	9%	14%	19%
Materials specifically for children with special needs	13%	9%	7%	14%

Table B 14. Full-Rating Pathway providers' changes made as a direct result of participating

	2015			2018		
	No	Don't Know	Yes	No	Don't Know	Yes
I purchased additional supplies, games, books, or materials for my program	13%	2%	85%	10%	1%	89%
I (or my staff) am/are more intentional about how planned activities and the environment impact children's lives	19%	3%	77%	15%	2%	83%
I (or my staff) pay more attention to how interactions among children and adults promote children's learning	20%	5%	75%	16%	2%	82%
I/my program help children work towards building kindergarten readiness skills	14%	5%	81%	17%	1%	82%
I (or my staff) am/are more committed to the early care and education field	19%	6%	75%	24%	4%	72%
I added or improved outdoor play equipment	54%	2%	44%	33%	1%	66%
I changed the daily routine of my program	50%	-	50%	53%	1%	46%
Our program made changes to the building or physical space	66%	-	34%	62%	1%	37%
I added an enrichment program for children to my program (e.g., art)	75%	1%	24%	64%	2%	34%
I purchased materials specifically for children with special needs	77%	-	22%	65%	2%	33%
I charge higher rates	80%	2%	18%	77%	3%	20%

	2015			2018		
	No	Don't Know	Yes	No	Don't Know	Yes
I changed the food served in my program	90%	1%	9%	83%	2%	15%
I (or my staff) participated in Inclusion Coaching through the Center for Inclusive Child Care	89%	3%	8%	91%	5%	15%
I (or my staff) participated in Infant/Toddler Coaching	-	-	-	83%	3%	14%
I (or my staff) participated in Health/Safety Consulting	-	-	-	82%	3%	14%
I serve more children who have one of more of these characteristics: children who have disabilities, or developmental delays, who reside on "Indian lands," who are migrant, homeless, or in foster care	89%	3%	8%	82%	5%	13%
I serve more children who receive county child care assistance	82%	3%	15%	84%	4%	13%
I increased my or my staff's wages	87%	3%	10%	84%	5%	12%
I (or my staff) participated in business coaching through First Children's Finance	90%	2%	8%	86%	4%	11%
I decided to pursue NAEYC or another national accreditation	88%	3%	9%	89%	4%	7%
I serve more children who speak a language other than English	91%	2%	7%	91%	2%	6%
Our program has opened a new classroom (for child care centers only)	94%	4%	2%	91%	4%	5%
I (or my staff) participated in Mental Health Consulting (from DHS-Children's Mental Health)	-	-	-	92%	2%	5%
I extended my program's hours of operation	94%	1%	5%	94%	2%	4%

Table B 15. Degree to which Full-Rating Pathway providers reported making changes as a direct result of Parent Aware

	2015					2018				
	N/A	No	Not Yet	Partially	Yes	N/A	No	Not Yet	Partially	Yes
I (or my staff) took more hours of training than in previous years	15%	10%	1%	11%	62%	11%	11%	2%	11%	64%
I (or my staff) joined Develop for the first time (and received a Career Lattice Step)	17%	8%	3%	9%	63%	26%	10%	1%	6%	57%
I (or my staff) started using a curriculum	17%	9%	6%	21%	47%	18%	7%	3%	17%	55%
I (or my staff) started observing and documenting children's development	9%	7%	5%	27%	52%	11%	7%	7%	24%	51%
I (or my staff) started making lesson plans	16%	12%	4%	21%	47%	17%	10%	2%	20%	51%

	2015					2018				
	N/A	No	Not Yet	Partially	Yes	N/A	No	Not Yet	Partially	Yes
I (or my staff) started measuring children's progress with a child assessment tool	9%	7%	13%	26%	45%	10%	7%	7%	26%	49%
I (or my staff) improved my relationship with my families (e.g., newsletter)	19%	14%	8%	21%	38%	17%	11%	6%	17%	49%
I (or my staff) started sharing children's assessment results with parents	13%	8%	14%	21%	43%	13%	11%	11%	21%	44%
I (or my staff) started using children's assessment results to guide individualized or group instruction	12%	8%	15%	25%	40%	12%	12%	11%	25%	40%
My approach to classroom/environment organization has changed	8%	14%	3%	39%	35%	10%	15%	4%	35%	36%
I changed our program's approach to professional development	12%	19%	4%	30%	35%	10%	19%	7%	30%	34%
I (or my staff) joined a professional association or became more active in a child care provider association	20%	28%	14%	12%	26%	26%	29%	11%	9%	25%

Table B 16. Fully-Rating Pathway providers' perceptions of the Rating process

	2013			2014			2015			2018		
	Disagree	Neutral	Agree	Disagree	Neutral	Agree	Disagree	Neutral	Agree	Disagree	Neutral	Agree
I knew what I needed to do in order to get the Rating I wanted	14%	14%	73%	10%	12%	78%	7%	10%	83%	8%	10%	82%
The due dates within Parent Aware give me enough time to complete the necessary paperwork	44%	2%	54%	16%	13%	71%	9%	12%	79%	11%	10%	79%
The Rating I received was fair	14%	9%	77%	3%	16%	81%	9%	20%	78%	5%	16%	79%
I plan to apply for a Parent Aware Rating in the future when my Rating is set to expire	4%	9%	86%	7%	17%	76%	8%	20%	72%	8%	15%	77%
The Rating my program received accurately reflects my program's quality	19%	19%	62%	18%	12%	70%	24%	8%	68%	19%	13%	68%
The Quality Documentation Portfolio (QDP) was easy to complete	32%	9%	59%	36%	18%	46%	24%	14%	62%	22%	14%	63%
The Quality Documentation Portfolio (QDP) was sensitive to groups of different cultural backgrounds	14%	32%	55%	4%	55%	41%	3%	48%	49%	2%	49%	49%
I have recommendations about how the Rating process could be improved in the future.	10%	38%	52%	10%	49%	41%	8%	45%	47%	56%	11%	34%

Table B 17. Full-Rating Pathway providers' indicating the #1 activity worked on most frequently with a Quality Coach

	2013	2014	2015	2018
My Coach helped me assemble the Quality Documentation Portfolio (QDP) for my Rating	-	77% (n = 72/94)	69% (n = 154/222)	63% (n = 240/379)
My Coach helped me improve my program's health and safety practices	-	-	7% (n = 7/107)	17% (n = 35/204)
My Coach helped me determine which trainings were needed to get rated	-	-	-	13% (n = 33/247)
My Coach observed me in action and provided feedback	-	-	5% (n = 6/119)	12% (n = 19/154)
My Coach helped me with my Quality Improvement Plan (QIP)	-	-	-	12% (n = 36/305)
My Coach helped me with lesson planning	-	-	5% (n = 6/121)	10% (n = 12/125)
My Coach helped me/my program get on Develop	-	2% (n = 2/91)	11% (n = 18/165)	8% (n = 11/131)
My Coach helped my program get an assessment tool in place	-	3% (n = 3/88)	2% (n = 3/128)	6% (n = 8/130)
My Coach helped us with the Environment Self-Assessment Tool	-	-	6% (n = 10/160)	5% (n = 6/130)
My Coach helped us improve the quality of interactions I have with children	-	-	4% (n = 5/120)	5% (n = 7/136)
Other	-	-	3% (n = 3/109)	5% (n = 8/156)
My Coach helped me pick out new materials or equipment for my programs	-	3% (n = 3/88)	10% (n = 13/135)	4% (n = 5/247)
My Coach helped my program get a curriculum in place	-	0%	6% (n = 7/119)	3% (n = 4/126)
My Coach helped my program get my families more involved	-	1% (n = 1/90)	1% (n = 1/106)	3% (n = 4/115)
I/My program did not work on anything with my Quality Coach	-	1% (n = 1/89)	6% (n = 7/115)	3% (n = 5/172)

Table B 18. Full-Rating Pathway providers' indicating the #1 activity most worked on with a CLASS Coach

	2013	2014	2015	2018
My coach observed teachers in the classroom and provided feedback	-	37% (n = 7/19)	65% (n = 17/26)	82% (n = 56/68)
My coach helped me understand the content of the CLASS tool	-	21% (n = 4/19)	23% (n = 5/22)	9% (n = 5/54)
My coach helped me understand how the CLASS is scored	-	5% (n = 1/19)	6% (n = 1/17)	8% (n = 2/26)
I/my program did not work on anything with my CLASS coach	-	4% (n = 3/19)	22% (n = 2/9)	6% (n = 1/16)
My coach helped me organize my classroom processes to aid children's learning	-	0%	20% (n = 2/10)	6% (n = 1/17)
Teachers watched videos of other teachers teaching	-	0%	17% (n = 2/12)	6% (n = 2/36)
We videotaped teachers in the classroom and watched the videos together to reflect on ideas for improvement	-	11% (n = 2/19)	14% (n = 1/17)	0%
My Coach modeled best teaching practices for teachers	-	0%	0%	0%
We discussed ways to support children emotionally	-	11% (n = 2/19)	0%	7% (n = 1/14)
We discussed how to support children's cognitive and language development	-	0%	0%	14% (n = 2/14)

Non-rated providers

Table B 19. Non-rated providers' level of knowledge about Parent Aware

	2013	2014	2015	2018
A lot	21%	23%	28%	19%
A little	44%	56%	43%	46%
Not very much	25%	18%	25%	31%
Never heard of them before	-	-	-	3%
Don't know	6%	3%	1%	2%

Table B 20. How non-rated providers first heard of Parent Aware

	2013	2014	2015	2018
At a training	-	16%	21%	39%
Child Care Resource & Referral Agency	-	-	-	18%
From another ECE provider	-	11%	12%	15%
Don't know	-	-	-	9%
From my licensor	-	7%	7%	7%
Social media	-	-	-	4%
From a consultant/coach at my program	-	-	1%	2%
When I heard about scholarships that families can use at Parent Aware Rated programs	-	1%	0%	2%
Internet advertisement	-	-	2%	2%
Internet search	-	-	1%	1%
An accreditation body	-	-	0%	1%
From a parent	-	-	1%	0%
Other	-	5%	6%	0%
Child Care Aware	-	41%	30%	-
On the radio	-	4%	5%	-

Table B 21. Would you consider joining Parent Aware?

	2013	2014	2015	2018
Yes	22%	19%	26%	14%
No	33%	40%	42%	59%
Don't Know	45%	41%	32%	28%

Table B 22. Top reasons affecting non-rated providers' decision to join Parent Aware²⁷

	2013	2014	2015	2018
To access to free or low-cost training	-	52%	47%	53%
To access Quality Grants	-	-	-	39%
It is important for my professional development/professionalism	30%	23%	29%	20%
To better attract families to my program	34%	17%	32%	19%
If someone else in my organization required my program to participate	28%	13%	22%	17%
To access higher CCAP reimbursement rates	-	17%	12%	15%
To access Early Learning Scholarships	-	10%	15%	14%
To be part of a cutting-edge early childhood initiative/program	28%	13%	7%	12%
I'd join Parent Aware for another reason not listed	-	13%	12%	10%
To access coaching supports in my program	-	13%	2%	6%
To access CLASS coaching	-	2%	1%	2%
To access pre-Rating support dollars	-	13%	14%	-
To access post-Rating support dollars	-	8%	12%	-
To access quality improvements (coaching, money)	30%	-	-	-
To access scholarship money	31%	-	-	-

²⁷ Providers were asked to choose two reasons, though some selected more. Findings do not add up to 100% because providers could choose more than one reason.

Table B 23. Top reasons affecting non-rated providers' decision NOT to join Parent Aware

	2013	2014	2015	2018
I don't need it to attract families to my program	59%	62%	61%	70%
It is not worth the investment of my time	38%	28%	33%	43%
I don't trust that Parent Aware Rating will accurately reflect my program's quality	39%	39%	32%	28%
I don't believe early care and education programs should be rated	-	15%	25%	21%
The application/Rating process is difficult	16%	11%	19%	19%
There is not enough financial incentive to join	11%	11%	12%	15%
I don't need to improve the quality of my program	12%	13%	6%	11%
I am waiting to hear from other programs/providers about their experience first	17%	16%	16%	5%
Parent Aware does not provide enough support for programs/providers	3%	5%	6%	1%

Table B 24. Non-rated provider's perceptions of quality and Parent Aware

	2013			2014			2015			2018		
	Disagree	Don't Know	Agree	Disagree	Don't Know	Agree	Disagree	Don't Know	Agree	Disagree	Don't Know	Agree
When choosing child care, parents should consider a program's quality	4%	2%	94%	8%	2%	90%	5%	2%	93%	12%	2%	86%
When choosing child care, parents should consider a program's Parent Aware Rating	58%	12%	30%	62%	20%	18%	66%	9%	25%	74%	12%	14%
Parent Aware Ratings are useful to parents	41%	27%	32%	44%	23%	33%	45%	24%	30%	54%	19%	27%
Parent Aware Ratings are useful to early care and education programs	36%	25%	39%	44%	23%	33%	42%	18%	39%	47%	20%	33%

Table B 25. Non-rated providers' use of a curriculum

	2015	2018
My program uses a formal written curriculum	37%	29%
Most used curricula:		
My program uses a locally developed curriculum	28%	33%
Creative Curriculum for Family Child Care	-	17%
Creative Curriculum for Preschool	15%	13%

Table B 26. Non-rated providers' use of a child development assessment tool

	2015	2018
My program routinely and formally tracks the development or progress of children	59%	71%
Most used assessment tool:		
Creative Curriculum for Preschool: Developmental Continuum Assessment Tool	21%	21%
Creative Curriculum for Infants, Toddlers & Twos: Developmental Continuum Assessment Toolkit	14%	21%
My program uses a child assessment tool that is not included on the list above	-	64%

Table B 27. Non-rated providers' future plans to close their program

	2018
Yes, I plan on closing in the next 1-2 years	10%
Yes, I plan on closing in the next 3-5 years	17%
Yes, I plan on closing in the next 6 or more years	11%
No, I don't plan on closing	42%
I don't know	15%

Previously rated providers

Table B 28. Previously rated providers' participation in Parent Aware

	2018
Less than 2 years	43%
2-4 years	34%
More than 4 years	2%
My program started the process, but never received a Parent Aware Rating	19%
My program received accreditation consultations through MNAEYC or MLFCCA, but never received a Parent Aware Rating	2%

Providers who started the process, or received accreditation consultations but did not receive a Parent Aware Rating

Table B 29. Primary reason providers did NOT complete the process and become Rated (n = 11)

	2018
Rating application takes too much time/staff resources	18%
Staff turnover (child care center only)	9%
Director turnover (child care center only)	9%
Parent Aware was not helping our program improve our quality	9%
Other (please specify)	45%
Not enough financial incentive to participate	0%
My program doesn't need a Rating to attract families to our program	0%
Not enough support from Parent Aware Coaches	0%
My program was not ready at the time (plan to join later)	0%
Personal life reasons	0%

Table B 30. Other reasons affecting providers' decision NOT to complete the process and become Rated (n = 10)

	2018
My program doesn't need a Rating to attract families to our program	40%
Parent Aware was not helping our program improve our quality	40%
The Re-Rating application takes too much time/staff resources	30%
Not enough support from Parent Aware Coaches	20%
My program was not ready at the time (plan to join later)	20%
Not enough financial incentive to participate	10%
Staff turnover (child care center only)	10%
Personal life reasons	10%
Director turnover (child care center only)	0%
Other (please specify)	30%

Table B 31. Will you join Parent Aware in the future? (n = 12)

	2018
Yes	25%
No	17%
Maybe	58%

Table B 32. When will you join Parent Aware? (n = 10)

	2018
During the next Rating cycle	0%
In one year	20%
I don't know	80%

Table B 33. Primary reason did NOT complete the process and become Rated (n = 46)

	2018
Rating application takes too much time/staff resources	28%
My program doesn't need a Rating to attract families to our program	17%
Staff turnover (child care center only)	9%
Parent Aware was not helping our program improve our quality	7%
Personal life reasons	7%
Not enough support from Parent Aware Coaches	4%
My program was not ready at the time (plan to join later)	2%
Director turnover (child care center only)	2%
Other (please specify)	24%
Not enough financial incentive to participate	0%

Table B 34. Other reasons affecting providers' decision NOT to complete the process and become Rated (n = 46)

	2018
The Re-Rating application takes too much time/staff resources	48%
My program doesn't need a Rating to attract families to our program	41%
Not enough financial incentive to participate	24%
Not enough support from Parent Aware Coaches	7%
Parent Aware was not helping our program improve our quality	15%
Staff turnover (child care center only)	9%
My program was not ready at the time (plan to join later)	7%
Personal life reasons	7%
Director turnover (child care center only)	2%
Other (please specify)	9%

Table B 35. Will you join Parent Aware in the future? (n = 46)

	2018
Yes	17%
No	28%
Maybe	54%

Table B 36. When will you join Parent Aware? (n = 33)

	2018
During the next Rating cycle	18%
In one year	6%
I don't know	76%

Table B 37. Did your program participate in Building Quality? (n = 45)

	2018
Yes	56%
No	33%
Don't Know	11%

Table B 38. Previously participating providers' #1 activity most worked on with a Quality Coach

	2018
She helped me determine which trainings were needed to get rated	41%
She helped me assemble the Quality Documentation Portfolio (QDP) for my Rating	32%
She helped me/my program get on Develop	25%
She observed me in action and provided feedback	21%
She helped me improve my program's health and safety practices	21%
I/My program did not work on anything with my Quality Coach	19%
She helped me with my Quality Improvement Plan (QIP)	16%
She helped us with the Environment Self-Assessment Tool	15%
She helped us improve the quality of interactions I have with children	10%
She helped me with lesson planning	6%
Other	21%
She helped my program get an assessment tool in place	0%
She helped me pick out new materials or equipment for my programs	0%
She helped my program get a curriculum in place	0%
She helped my program get my families more involved	0%

Table B 39. Previously rated providers who worked with a CLASS Coach

	2018
Yes	16%
No	84%

Table B 40. Previously participating providers' #1 activity most worked on with a CLASS Coach

	2018
My Coach observed teachers in the classroom and provided feedback	60%
We discussed ways to support children emotionally	33%
My Coach helped teachers understand how the CLASS is scored	25%
My Coach helped teachers understand the content of the CLASS tool	17%
My Coach helped teachers organize my classroom processes to aid children's learning	6%
Teachers watched videos of other teachers teaching	6%
We videotaped teachers teaching in the classroom and watched videos together to reflect on ideas for improvement	0%
My Coach modeled best teaching practices for teachers	0%
I/my program did not work on anything with my CLASS coach	0%
We discussed how to support children's cognitive and language development	0%
Other	50%

Table B 41. Previously participating providers' perceptions of most helpful supports offered in Parent Aware

	2018			
	Extremely helpful	Somewhat helpful	Not very helpful	Not used
My Quality Coach	33%	38%	15%	15%
Free or low-cost training	28%	38%	15%	20%
Building Quality Grants	33%	25%	0%	43%
Quality Grants	35%	15%	5%	45%
The Parent Aware website	0%	36%	28%	36%
My Professional Development Advisor (PDA)	8%	20%	5%	68%
Access to Early Learning Scholarships	3%	23%	20%	55%
Access to higher CCAP reimbursement rates	8%	13%	10%	70%
Parent Aware publicity and marketing materials	3%	18%	45%	35%
Inclusion Coaching (from the Center for Inclusive Child Care)	8%	13%	8%	73%
The Feedback Report from the CLASS observations	3%	13%	3%	83%
My CLASS Coach	5%	10%	3%	83%
Health/safety consulting	0%	15%	8%	78%
Business consultation (from First Children's Finance)	5%	8%	5%	83%
Infant/toddler Coaching	0%	10%	8%	83%
Mental health consulting (from DHS-Children's Mental Health)	0%	8%	5%	88%
Translation and interpretation services	0%	3%	5%	93%
Other	0%	0%	0%	100%

Table B 42. Previously participating providers' #1 most helpful support (n = 39)

	2018
My Quality Coach	56%
Free or low-cost training	38%
Building Quality Grants	38%
Quality Grants	36%
The Parent Aware website	13%
Access to Early Learning Scholarships	8%
Access to higher CCAP reimbursement rates	8%
My CLASS Coach	8%
My professional development	5%
Parent Aware publicity and marketing materials	5%
Inclusion Coaching (from the Center for Inclusive Child Care)	3%
The Feedback Report from the CLASS observations	3%
Business consultation (from First Children's Finance)	3%
Infant/toddler coaching	3%
Other	5%
Health/safety consulting	0%
Mental health consulting (from DHS-Children's Mental Health)	0%
Translation and interpretation services	0%

Table B 43. Previously participating providers indicating the #1 category of where Building Quality Grants were spent

	2018
Supplies, games, books, materials for the classroom	68%
Curriculum tools	32%
Staff training, education, professional development	29%
Assessment tools	21%
Technology (e.g., internet services, tablets, computers)	18%
Materials to improve the health and safety	14%
Equipment for outside	11%
Don't remember	11%
Renovations to the building of physical space	7%
Materials specifically for children with special needs	0%

Table B 44. Previously participating providers' experiences with Parent Aware implementation

	2018		
	Disagree	Neutral	Agree
I knew what is expected of me in Parent Aware	19%	31%	50%
We made changes to our program as a result of joining Parent Aware	38%	26%	35%
I believe Parent Aware improved my program's quality	50%	11%	28%
Parent Aware was beneficial to my program	31%	43%	26%
I would recommend that other programs join Parent Aware	41%	39%	20%
I was able to find the professional development trainings I need	20%	22%	58%
My experience with tracking my education and training in Develop has been positive	22%	22%	56%
The professional development trainings offered are at an appropriate learning level	22%	28%	50%
My licenser was familiar with Parent Aware	12%	47%	41%
The Develop website was easy to use	34%	26%	40%
Teachers were able to find the professional development trainings they need	26%	37%	37%
Uploading my materials (e.g., application and learning record) to Develop was easy	32%	31%	37%
I believe the Environment Self-Assessment Tool accurately captured the quality of my environment/classroom	14%	54%	31%
I learned a lot about the quality of my environment/classroom completing the	21%	50%	30%

	2018		
	Disagree	Neutral	Agree
Environment Self-Assessment Tool			
My experience with Parent Aware was what I expected	47%	28%	25%
I have talked to my licensor about Parent Aware	56%	26%	18%
I received information about Parent Aware from my Food Program Advisor (CACFP)	56%	41%	3%

Table B 45. Previously participating providers' perceptions of the primary purpose of Parent Aware

	2018		
	Disagree	Neutral	Agree
The primary purpose of Parent Aware Ratings is to help programs improve their practices	23%	17%	60%
The primary purpose of Parent Aware Ratings is to help families find quality child care and early care and education	22%	28%	50%
The primary purpose of Parent Aware Ratings is to help parents searching for care and education for their young children search providers' Ratings at ParentAware.org	12%	47%	41%

Table B 46. Previously participating providers' experience with their Quality Coach

	2018		
	Disagree	Neutral	Agree
My Quality Coach has helped me to understand the Parent Aware requirements	12%	18%	70%
The time my Quality Coach has to work with me is sufficient	20%	20%	60%
My Professional Development Advisor (PDA) has helped me to understand the Parent Aware requirements	14%	46%	40%

Table B 47. Previously participating providers' perceptions of the Rating process

	2018		
	Disagree	Neutral	Agree
I knew what I needed to do in order to get the Rating I wanted	17%	14%	69%
The Rating I received was fair	14%	29%	57%
The due dates within Parent Aware give me enough time to complete the necessary paperwork	29%	18%	53%
The Rating my program received accurately reflects my program's quality	34%	26%	40%
I have recommendations about how the Rating process could be improved in the future.	12%	53%	35%
The Quality Documentation Portfolio (QDP) was easy to complete	44%	26%	30%
The Quality Documentation Portfolio (QDP) was sensitive to groups of different cultural backgrounds	3%	68%	29%
I plan to apply for a Parent Aware Rating in the future when my Rating is set to expire	37%	43%	20%

Table B 48. Previously participating providers' opinions about marketing strategies

	2018		
	Disagree	Neutral	Agree
Parent Aware was beneficial to the families we serve	54%	23%	23%
Families were more likely to choose our program because we joined Parent Aware	64%	25%	11%
When choosing child care for their child, parents should consider a program's quality	11%	11%	78%
We displayed the marketing materials given to us by Parent Aware	43%	14%	43%
Parent Aware Ratings are useful to early care and education programs	33%	33%	33%
When choosing child care for their child, parents should consider a program's Parent Aware Rating	47%	25%	28%
Parent Aware Ratings are useful to parents	30%	44%	25%

Table B 49. Previously participating providers indicating their #1 ranked reason for enrolling in Parent Aware

	2018
Access to Early Learning Scholarships	38% (n = 5/13)
Access to Quality Grants (up to \$2500 for programs receiving a One-, Two-, or Three-Star Rating)	35% (n = 6/17)
Access to Building Quality Grants (up to \$1000)	29% (n = 6/21)
To better attract families to my program	27% (n = 3/11)
Access to free or low-cost training found on Develop	26% (n = 6/23)
It is important for my professional development/professionalism	25% (n = 4/16)
If someone else in my program required me to join	13% (n = 2/16)
Access to higher CCAP Reimbursement rated	13% (n = 2/15)
Access to quality coaching	9% (n = 1/11)
I joined Parent Aware for another reason not listed	7% (n = 1/14)
My peers and colleague are participating in Parent Aware	0% (n = 0/9)
Access to CLASS coaching	0% (n = 0/14)
Access to Professional Development Advisor	0% (n = 0/9)

Table B 50. Previously participating providers' changes made as a direct result of participating

	2018		
	No	Don't Know	Yes
I purchased additional supplies, games, books, or materials for my program	25%	0%	75%
I (or my staff) paid more attention to how interactions among children and adults promote children's learning	37%	0%	63%
I (or my staff) was/were more intentional about how planned activities and the environment impact children's lives	40%	0%	60%
I thought of myself (or my program) as critical to kindergarten readiness	47%	3%	50%
I (or my staff) was/were more committed to the early care and education field	61%	3%	36%
Our program made changes to the building or physical space	67%	0%	33%
I (or my staff) participated in Inclusion Coaching through the Center for Inclusive Child Care	81%	0%	19%
I changed the daily routine of my program	83%	0%	17%
I added or improved outdoor play equipment	86%	0%	14%
I decided to pursue NAEYC or another national accreditation	86%	0%	14%
I served more children who receive county child care assistance	86%	3%	11%
I (or my staff) participated in business coaching through First Children's Finance	89%	0%	11%
I added an enrichment program for children to my program (e.g., art)	89%	3%	9%
I serve more children who have one of more of these characteristics: children who have disabilities, or developmental delays, who reside on "Indian lands," who are migrant, homeless, or in foster care	86%	6%	8%
I purchased materials specifically for children with special needs	89%	6%	6%
Our program has opened a new classroom (for child care centers only)	97%	0%	3%
I extended my program's hours of operation	97%	0%	3%
I charged higher rates	100%	0%	0%
I changed the food served in my program	100%	0%	0%
I increased my or my staff's wages	97%	3%	0%
I serve more children who speak a language other than English	100%	0%	0%

Table B 51. Degree to which previously participating providers reported making changes as a direct result of Parent Aware

	2018				
	N/A	No	Not Yet	Partially	Yes
I (or my staff) joined Develop for the first time (and received a Career Lattice Step)	14%	14%	0%	17%	54%
I (or my staff) started observing and documenting children's development	26%	29%	3%	9%	34%
I (or my staff) took more hours of training than in previous years	17%	23%	9%	20%	31%
I (or my staff) started using children's assessment results to guide individualized or group instruction	26%	29%	6%	9%	31%
My approach to classroom/environment organization has changed	11%	34%	0%	23%	31%
I (or my staff) started making lesson plans	31%	31%	0%	11%	26%
I (or my staff) started using a curriculum	34%	23%	0%	17%	26%
I (or my staff) started sharing children's assessment results with parents	29%	29%	6%	11%	26%
I (or my staff) started measuring children's progress with a child assessment tool	26%	31%	3%	17%	23%
I (or my staff) improved my relationship with my families (e.g. newsletter)	37%	31%	3%	11%	17%
I changed our program's approach to professional development	20%	43%	6%	14%	17%
I (or my staff) joined a professional association or became more active in a child care provider association	23%	60%	9%	0%	9%

Appendix C: Tables comparing survey responses by provider type

Full-Rating Pathway Providers

This series of tables displays data from the Full-Rating Pathway samples analyzed by provider type (child care center and family child care).

Table C 1. Full-Rating Pathway providers indicating the #1 activity worked on most frequently with a Quality Coach by provider type

	Child Care Center	Family Child Care
Improve the quality of interactions I have with children	14%	3%
Quality Improvement Plan (QIP)	6%	16%
Determine trainings	21%	12%
Get my families more involved	0%	7%
Improve health and safety practices	15%	20%
Observed and provided feedback	14%	9%
Get an assessment tool in place	6%	3%
Pick out new materials or equipment	0%	3%
Lesson planning	12%	10%
Assemble the Quality Documentation Portfolio (QDP)	59%	61%
Helped get on Develop	10%	9%
I/My program did not work on anything with my Quality Coach	3%	2%
Other	3%	2%
Environment Self-Assessment Tool	3%	3%
Get a curriculum in place	0%	0%

Table C 2. Full-Rating Pathway providers' perceptions of most helpful supports offered in Parent Aware by provider type

	Child Care Center				Family Child Care			
	Extremely helpful	Somewhat helpful	Not very helpful	Not used	Extremely helpful	Somewhat helpful	Not very helpful	Not used
The Feedback Report from CLASS observations	45%	16%	8%	30%	4%	4%	1%	91%
CLASS Coach	43%	16%	5%	36%	4%	3%	0%	93%
Access to Early Learning Scholarships	52%	25%	5%	19%	25%	16%	8%	50%
Access to higher CCAP reimbursement rates	47%	18%	4%	31%	19%	14%	7%	59%
Quality Grants	46%	8%	2%	43%	75%	4%	1%	20%
Parent Aware publicity and marketing	25%	41%	16%	18%	16%	35%	27%	22%
Inclusion Coaching (from the Center for Inclusive Child Care)	20%	9%	5%	66%	11%	5%	5%	80%
Mental health consulting (from DHS-Children's Mental Health)	10%	6%	2%	81%	4%	3%	3%	91%
Quality Coach	71%	17%	5%	7%	76%	20%	3%	2%
Infant/toddler coaching	17%	7%	3%	72%	7%	10%	3%	80%
Building Quality Grants	51%	6%	2%	41%	58%	6%	1%	35%
The Parent Aware website (www.ParentAware.org)	23%	53%	11%	12%	24%	47%	17%	12%
Business consultation (from First Children's Finance)	9%	6%	5%	79%	8%	4%	3%	85%
Other (please specify)	2%	0%	0%	98%	3%	2%	2%	93%
Translation and interpretation services	3%	5%	1%	91%	3%	4%	2%	91%
Health/safety consulting	11%	8%	4%	76%	7%	13%	3%	77%
Free or low-cost training in Develop	64%	21%	6%	8%	55%	31%	2%	12%

Table C 3. Full-Rating Pathway providers indicating the #1 category for which Building Quality Grants were spent by provider type

	Child Care Center	Family Child Care
Equipment for outside	21%	49%
Supplies, games, books, materials for the classroom	34%	58%
Curriculum tools	18%	36%
Staff training, education, professional development, coaching, consultation	32%	16%
Materials to improve the health and safety (e.g., smoke detectors, medical supplies)	9%	22%
Technology (e.g., internet services, tablets, computers)	10%	20%
Assessment tools	13%	18%
Renovations to the building or physical space	9%	14%
Materials specifically for children with special needs	9%	10%

Table C 4. Full-Rating Pathway providers' experiences with Parent Aware by provider type

	Child Care Center			Family Child Care		
	Disagree	Neutral	Agree	Disagree	Neutral	Agree
Parent Aware has been beneficial to my program	4%	14%	82%	8%	12%	81%
I know what is expected of me in Parent Aware	9%	20%	71%	5%	11%	84%
We have made changes to our program as a result of joining Parent Aware	9%	14%	76%	10%	11%	79%
I would recommend that other programs join Parent Aware	8%	21%	71%	9%	17%	73%
I believe my program is of higher quality because we joined Parent Aware	11%	19%	70%	16%	16%	68%
My experience with Parent Aware has been what I expected	13%	23%	63%	11%	22%	67%
I am able to find the professional development trainings I need	18%	15%	68%	12%	9%	78%
My experience with tracking my education and training in Develop has been positive	16%	20%	64%	10%	11%	79%
The professional development trainings offered are at an appropriate learning level	17%	21%	63%	11%	12%	77%

	Child Care Center			Family Child Care		
	Disagree	Neutral	Agree	Disagree	Neutral	Agree
I learned a lot about the quality of my environment/classroom completing the Environment Self-Assessment Tool	11%	28%	61%	10%	15%	75%
I believe the Environment Self-Assessment Tool accurately captures the quality of my environment/classroom	11%	27%	61%	9%	19%	72%
My licensor is familiar with Parent Aware	4%	46%	50%	7%	26%	67%
Teachers are able to find the professional development trainings they need	22%	18%	61%	11%	29%	59%
Uploading my materials (e.g., application and learning record) to Develop was easy	26%	21%	53%	20%	18%	62%
The Develop website was easy to use	30%	21%	49%	23%	15%	62%
I have talked to my licensor about Parent Aware	28%	43%	29%	16%	34%	50%
My Food Program Advisor encourages participation in Parent Aware	17%	69%	14%	21%	50%	29%
The primary purpose of Parent Aware Ratings is to help programs improve their practices	3%	14%	83%	4%	10%	86%
The primary purpose of Parent Aware Ratings is to help families find quality child care and early care and education	8%	17%	75%	9%	18%	73%
The primary purpose of Parent Aware Ratings is to help parents searching for care and education for their young children search providers' Ratings at ParentAware.org	7%	28%	65%	10%	26%	64%
My Quality Coach has helped me to understand the Parent Aware requirements	5%	12%	83%	4%	6%	90%
The time my Quality Coach has to work with me is sufficient	9%	13%	77%	5%	12%	83%
My Professional Development Advisor (PDA) has helped me to understand the Parent Aware requirements	14%	24%	62%	7%	21%	73%

Table C 5. Full-Rating Pathway providers' perceptions of the Rating process by provider type

	Child Care Center			Family Child Care		
	Disagree	Neutral	Agree	Disagree	Neutral	Agree
I knew what I needed to do in order to get the Rating I wanted	7%	14%	79%	8%	9%	83%
The due dates within Parent Aware give me enough time to complete the necessary paperwork	16%	10%	74%	10%	10%	80%
The Rating I received was fair	3%	16%	81%	5%	16%	78%
I plan to apply for a Parent Aware Rating in the future when my Rating is set to expire	6%	10%	83%	9%	17%	74%
The Rating my program received accurately reflects my program's quality	13%	12%	76%	21%	14%	66%
The Quality Documentation Portfolio (QDP) was easy to complete	30%	14%	56%	21%	15%	65%
The Quality Documentation Portfolio (QDP) was sensitive to groups of different cultural backgrounds	1%	53%	46%	2%	48%	50%
I have recommendations about how the Rating process could be improved in the future.	14%	53%	33%	10%	56%	34%

Table C 6. Full-Rating Pathway providers' opinions about marketing strategies by provider type

	Child Care Center			Family Child Care		
	Disagree	Neutral	Agree	Disagree	Neutral	Agree
We display the marketing materials given to us by Parent Aware	13%	11%	76%	20%	21%	59%
Families are more likely to choose my program because we joined Parent Aware	23%	20%	57%	27%	30%	42%
When choosing child care for their child, parents should consider a program's Parent Aware Rating	7%	22%	71%	17%	22%	61%
Parent Aware has been beneficial to the families my program serves	8%	27%	65%	19%	25%	56%

	Child Care Center			Family Child Care		
	Disagree	Neutral	Agree	Disagree	Neutral	Agree
Parent Aware Ratings are useful to early care and education programs	6%	19%	75%	12%	20%	67%
Parent Aware Ratings are useful to parents	6%	27%	67%	16%	23%	61%
I tell families in my program about Parent Aware	4%	17%	79%	4%	12%	84%
When choosing child care for their child, parents should consider a program's quality	3%	6%	91%	5%	9%	86%

Table C 7. Full-Rating Pathway providers indicating their #1 ranked reason for enrolling in Parent Aware by provider type

	Child Care Center	Family Child Care
ELS	57%	22%
Quality Grant	18%	47%
CCAP	21%	7%
Required	14%	1%
Improvement initiative	26%	13%
Develop	16%	27%
CLASS coaching	8%	1%
PD/professionalism	18%	25%
PDA	0%	4%
Colleagues	0%	4%
BQ Grant	21%	17%
Family attraction	26%	23%
Others	6%	5%
Coaching	17%	17%

Table C 8. Full-Rating Pathway providers' changes made as a direct result of participating by provider type

	Child Care Center			Family Child Care		
	Yes	No	Don't Know	Yes	No	Don't Know
I added or improved outdoor play equipment	37%	61%	2%	74%	25%	1%
I increased my or my staff's wages	31%	65%	4%	5%	90%	5%
Our program made changes to the building or physical space	22%	76%	2%	41%	59%	0%
Our program has opened a new classroom (for child care centers only)	18%	80%	2%	0%	95%	5%
I serve more children who receive county child care assistance (CCAP)	28%	66%	6%	8%	89%	3%
I added an enrichment program for children to my program (e.g., art, storyteller)	23%	74%	2%	37%	61%	2%
I (or my staff) participated in infant/toddler coaching	25%	71%	4%	11%	87%	2%
I purchased additional supplies, games, books, or materials for my program	74%	23%	3%	93%	6%	1%
I (or my staff) participated in Inclusion Coaching through the Center for Inclusive Child Care	26%	68%	6%	11%	85%	4%
I (or my staff) participated in health/safety consulting	22%	75%	3%	13%	84%	3%
I changed the food served in my program	25%	72%	3%	12%	86%	1%
I changed the daily routine of my program	34%	63%	3%	49%	50%	1%
I (or my staff) am/are more committed to the early care and education field	64%	29%	7%	74%	23%	3%
I/My program help children work towards building kindergarten readiness skills	74%	23%	3%	84%	16%	1%
I serve more children who speak a language other than English	12%	83%	5%	5%	94%	2%
I purchased materials specifically for children with special needs	40%	58%	2%	30%	67%	3%
I charge higher rates	14%	82%	4%	21%	77%	2%
I (or my staff) participated in business coaching through First Children's Finance	16%	78%	5%	9%	88%	3%
I (or my staff) participated in Mental Health Consulting (from DHS-Children's Mental Health)	10%	85%	5%	4%	94%	2%

	Child Care Center			Family Child Care		
	Yes	No	Don't Know	Yes	No	Don't Know
I decided to pursue NAEYC or another national accreditation	9%	86%	5%	6%	90%	4%
I serve more children who have one or more of these characteristics: children who have disabilities, or developmental delays, who reside on "Indian lands," who are migrant, homeless, or in foster care	15%	76%	9%	12%	84%	4%
I (or my staff) am/are more intentional about how planned activities and the environment impact children's learning	79%	17%	3%	84%	15%	2%
I extended my program's hours of operation	7%	91%	2%	3%	95%	2%
I (or my staff) pay more attention to how interactions among children and adults promote children's learning	76%	20%	4%	83%	16%	1%

Table C 9. Degree to which Full-Rating Pathway providers reported making changes as a direct result of Parent Aware

	Child Care Center					Family Child Care				
	Yes	Partially	Not Yet	No	N/A	Yes	Partially	Not Yet	No	N/A
I (or my staff) started using a curriculum	42%	11%	2%	10%	34%	59%	18%	3%	6%	13%
I (or my staff) joined a professional association or became more active in a child care provider association	14%	11%	11%	30%	33%	28%	9%	11%	28%	24%
I (or my staff) started making lesson plans	41%	8%	2%	12%	37%	53%	24%	3%	9%	11%
I changed our program's approach to professional development	43%	30%	10%	10%	8%	31%	30%	6%	22%	11%
I (or my staff) took more hours of training than in previous years	57%	14%	3%	10%	15%	66%	10%	2%	12%	10%
My approach to classroom/environment organization has changed	41%	25%	3%	16%	14%	34%	38%	5%	15%	8%
I (or my staff) joined Develop for the first time (and received a Career Lattice Step)	62%	11%	2%	10%	16%	56%	3%	1%	10%	29%

	Child Care Center					Family Child Care				
	Yes	Partially	Not Yet	No	N/A	Yes	Partially	Not Yet	No	N/A
I (or my staff) started using children's assessment results to guide individualized or group instruction	36%	20%	8%	12%	24%	42%	26%	12%	12%	9%
I (or my staff) improved my relationships with my families (e.g., newsletter, website)	46%	9%	2%	12%	31%	50%	19%	7%	10%	14%
I (or my staff) started sharing children's assessment results with parents	41%	11%	3%	14%	31%	44%	24%	13%	10%	8%
I (or my staff) started observing and documenting children's development	53%	12%	7%	10%	19%	51%	27%	7%	6%	9%
I (or my staff) started measuring children's progress with a child assessment tool	51%	17%	3%	6%	23%	49%	28%	8%	8%	7%

Automatic and Accelerated Pathway Providers

This series of tables displays data from the Automatic and Accelerated Pathway samples analyzed by provider type (child care center and school based). Comparisons were only made between child care centers and public school prekindergarten programs due to the small sample sizes of Head Start and family child care programs.

Table C 10. Automatic and Accelerated Pathway providers' experiences with Parent Aware by provider type

	Child Care Center			Public School Prek		
	Disagree	Neutral	Agree	Disagree	Neutral	Agree
Parent Aware has been beneficial to my program	10%	12%	78%	11%	16%	73%
I know what is expected of me in Parent Aware	12%	7%	81%	6%	6%	87%
We have made changes to our program as a result of joining Parent Aware	19%	20%	61%	21%	26%	54%
I would recommend that other programs join Parent Aware	10%	14%	76%	7%	18%	75%
I believe my program is of higher quality because we joined Parent Aware	19%	18%	63%	17%	25%	58%

	Child Care Center			Public School Prek		
	Disagree	Neutral	Agree	Disagree	Neutral	Agree
My experience with Parent Aware has been what I expected	12%	18%	70%	7%	32%	62%
I am able to find the professional development trainings I need	17%	22%	61%	19%	21%	60%
My experience with tracking my education and training in Develop has been positive	15%	19%	63%	10%	11%	79%
The professional development trainings offered are at an appropriate learning level	16%	17%	67%	8%	36%	56%
My licensor is familiar with Parent Aware	5%	38%	57%	4%	54%	42%
Teachers are able to find the professional development trainings they need	23%	21%	56%	20%	32%	49%
I have talked to my licensor about Parent Aware	32%	40%	28%	7%	60%	32%
I received information about Parent Aware from my Food Program Advisor (CACFP)	52%	36%	12%	32%	59%	10%
The primary purpose of Parent Aware Ratings is to help programs improve their practices	8%	13%	79%	7%	17%	76%
The primary purpose of Parent Aware Ratings is to help families find quality child care and early care and education	9%	8%	84%	8%	11%	80%
The primary purpose of Parent Aware Ratings is to help parents searching for care and education for their young children search providers' Ratings at ParentAware.org	10%	17%	73%	8%	25%	66%

Table C 11. Automatic and Accelerated Pathway providers' perceptions of the Rating process by provider type

	Child Care Center			Public School Prek		
	Disagree	Neutral	Agree	Disagree	Neutral	Agree
The Rating I received was fair	1%	1%	98%	1%	1%	98%
I plan to apply for a Parent Aware Rating in the future when my Rating is set to expire	2%	3%	95%	1%	2%	97%
The Rating my program received accurately reflects my program's quality	2%	3%	95%	4%	2%	94%
Uploading my materials (e.g., application and learning record) to Develop was easy	27%	11%	63%	14%	28%	59%
The Develop website was easy to use	36%	17%	47%	18%	33%	49%

Table C 12. Automatic and Accelerated Pathway providers' opinions about marketing strategies by provider type

	Child Care Center			Public School Prek		
	Disagree	Neutral	Agree	Disagree	Neutral	Agree
We display the marketing materials given to us by Parent Aware	7%	13%	81%	4%	9%	87%
Families are more likely to choose my program because we joined Parent Aware	15%	26%	59%	23%	32%	44%
When choosing child care for their child, parents should consider a program's Parent Aware Rating	9%	11%	80%	3%	17%	80%
Parent Aware has been beneficial to the families my program serves	10%	27%	63%	12%	26%	62%
Parent Aware Ratings are useful to early care and education programs	8%	11%	81%	9%	19%	72%
Parent Aware Ratings are useful to parents	10%	15%	75%	8%	26%	66%
I tell families in my program about Parent Aware	7%	10%	83%	8%	11%	81%
When choosing child care for their child, parents should consider a program's quality	1%	2%	97%	1%	6%	94%

Table C 13. Automatic and Accelerated Pathway providers indicating their #1 ranked reason for enrolling in Parent Aware by provider type

	Child Care Center	Public School Prek
To access Early Learning Scholarships	40%	85%
To access higher CCAP reimbursement rates	23%	2%
Someone else in my organization required my program to participate	23%	4%
To better attract families to my program	28%	10%
It is important for my professional development/professionalism	21%	7%
Access to free or low-cost training found on Develop	12%	4%
I joined Parent Aware for another reason not listed	7%	6%
Access to a Professional Development Advisor	4%	2%

Table C 14. Automatic and Accelerated Pathway providers' changes made as a direct result of participating by provider type

	Child Care Center			Public School Prek		
	Yes	No	Don't Know	Yes	No	Don't Know
I extended my program's hours of operation	10%	86%	4%	31%	67%	2%
I serve more children who have one of more of these characteristics: children who have disabilities, or developmental delays, who reside on "Indian lands," who are migrant, homeless, or in foster care	8%	85%	8%	25%	69%	6%
I charge higher rates	18%	76%	6%	1%	97%	2%
I changed the daily routine of my program	10%	86%	4%	27%	71%	2%
I/my program help children work towards building kindergarten readiness skills	48%	51%	1%	63%	34%	4%
I serve more children who receive county child care assistance (CCAP)	33%	64%	3%	20%	66%	14%
I increased my or my staff's wages	23%	71%	5%	10%	84%	6%
Our program has opened a new classroom (for child care centers only)	13%	82%	5%	24%	74%	2%

	Child Care Center			Public School Prek		
	Yes	No	Don't Know	Yes	No	Don't Know
I (or my staff) am/are more intentional about how planned activities and the environment impact children's learning	49%	50%	1%	60%	36%	4%
I (or my staff) am/are more committed to the early care and education field	45%	51%	4%	52%	42%	6%
I (or my staff) pay more attention to how interactions among children and adults promote children's learning	48%	49%	3%	53%	41%	6%
I serve more children who speak a language other than English	13%	81%	6%	16%	81%	3%
I changed the food served in my program	11%	85%	4%	12%	87%	2%

Table C 15. Degree to which Automatic and Accelerated Pathway providers reported making changes as a direct result of Parent Aware

	Child Care Center					Public School Prek				
	Yes	Partially	Not Yet	No	N/A	Yes	Partially	Not Yet	No	N/A
I (or my staff) started using a curriculum	28%	4%	0%	27%	41%	40%	5%	1%	17%	38%
I (or my staff) joined a professional association or became more active in a child care provider association	25%	12%	2%	37%	25%	15%	5%	6%	28%	45%
I (or my staff) started making lesson plans	24%	5%	1%	28%	42%	36%	2%	0%	19%	43%
I changed our program's approach to professional development	50%	22%	3%	14%	12%	23%	29%	5%	18%	26%
I (or my staff) took more hours of training than in previous years	45%	11%	0%	23%	22%	39%	8%	2%	22%	29%
My approach to classroom/environment organization has changed	25%	10%	2%	36%	27%	26%	14%	2%	24%	34%
I (or my staff) joined Develop for the first time (and received a Career Lattice Step)	74%	6%	0%	6%	13%	20%	11%	8%	22%	40%

	Child Care Center					Public School Prek				
	Yes	Partially	Not Yet	No	N/A	Yes	Partially	Not Yet	No	N/A
I (or my staff) started using children's assessment results to guide individualized or group instruction	30%	11%	1%	23%	35%	45%	9%	1%	16%	29%
I (or my staff) improved my relationships with my families (e.g., newsletter, website)	28%	3%	0%	28%	40%	36%	7%	0%	19%	38%
I (or my staff) started sharing children's assessment results with parents	27%	5%	1%	26%	41%	44%	8%	1%	16%	31%
I (or my staff) started observing and documenting children's development	29%	6%	1%	26%	38%	43%	7%	2%	16%	32%
I (or my staff) started measuring children's progress with a child assessment tool	39%	5%	1%	24%	31%	48%	16%	0%	16%	21%

Table C 16. Automatic and Accelerated Pathway providers' Rating of the most important change they made to the program as a result of joining Parent Aware

	Child Care Center	Public School Prek
I (or my staff) joined Develop for the first time (and received a Career Lattice Step)	28%	9%
I (or my staff) started sharing children's assessment results with parents	0%	17%
I (or my staff) started measuring children's progress with a child assessment tool	12%	25%
I (or my staff) took more hours of training than in previous years	23%	15%
I (or my staff) started using children's assessment results to guide individualized or group instruction	4%	10%
I (or my staff) started using a curriculum	2%	7%
My approach to classroom/environment organization has changed	6%	2%
I (or my staff) started observing and documenting children's development	0%	3%

	Child Care Center	Public School Prek
I changed our program's approach to professional development	21%	18%
I (or my staff) improved my relationships with my families (e.g. newsletter, website)	2%	1%
I (or my staff) joined a professional association or became more active in a child care provider association	1%	0%
I (or my staff) started making lesson plans	0%	0%