



2014-2015 Head Start/Early Head Start Parent Satisfaction Survey

Center-based – Home-based – Expectant Mother

Executive Summary



Prepared for: Akron Summit Community Action, Inc.

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INTRODUCTION

- ✓ The 2014/2015 Parent Satisfaction Survey was conducted with parents/families enrolled in the program. There were three surveys: 1) Head Start/Early Head Start Parent Survey- Center-Based; 2) Early Head Start Parent Survey- Home-Based; and 3) Early Head Start Parent Survey-Expectant Mothers. Note, for the purposes of this report, the three surveys are referenced as “program options.”
- ✓ The response was 10% higher this school year (71%) compared to the response rate from 2013/2014 of 61%.
- ✓ For each program option, parents/families were asked to indicate their level of satisfaction and agreement across 18 aspects and components to school readiness. The response scale was as follows: 1=Very Satisfied, 2=Somewhat Satisfied, 3=Not at all Satisfied; a “Don’t Know” option was also available, but “Don’t know” responses were not included in the computation of average satisfaction scores. Satisfaction responses were averaged to compute overall satisfaction index for each respondent.

OVERALL KEY FINDINGS (Satisfactions and Agreement Areas)

- ✓ Overall satisfaction across all 18 aspects and components, which included satisfaction with the *Head Start program as a whole* and *staff support in helping parents meeting their families’ needs and goals*, was high with average satisfaction for center-based parents at 1.10, home-based at 1.08, and expectant mothers at 1.15, with, again, a scale of 1 being very satisfied to 3 not at all satisfied.
- ✓ Common areas on **high** satisfaction included maintaining a safe environment for child as well as areas of staff communication: responding to questions, respecting family culture, showing courtesy and respect and communication about health and well-being. Common areas of **low** satisfaction centered on informing parents how to be involved in: Head Start Policy Council, Center Parent Committee, volunteering, other opportunities within the community as well as understanding the enrollment process.
- ✓ There were few common areas of high or low agreement. Common areas of **high** agreement included understanding the focus on school readiness, learning to share and play with others, and becoming more independent. Areas of **low** agreement include included Head Start services have helped make parents feel more comfortable talking to child’s health care provider and HS services have helped parents better understand the importance of early dental care.

OVERALL KEY FINDINGS (Important Issues Parents Face, Alternatives, and Service Utilization)

- ✓ Financial issues were cited as the most important problem facing families by a majority of center-based parents (58%). It was also an issue for both expectant mothers (22%) and home-based parents (13%). Parents in all program options indicated that transportation is one of the top three issues facing their families (center-based 16%, home-based 13%, expectant mothers 11%).
- ✓ A significant portion of parents indicated that they would have no alternative available to them if Head Start were not available (center-based 21%, home-based 39%, expectant mothers 75%).
- ✓ More than two-thirds of center-based parents (68%) attended a center parent meeting in the past year, with the majority (88%) very satisfied with the meeting. Sixty-four (64%) of home-based parents attended a socialization in the past year, with 85% very satisfied. While work was the most common reason that center-based parents were unable to attend meetings, being too busy was the most common reason for home-based parents. The majority of parents who had not attended in the past, 87% of center-based and 100% of home-based, were at least somewhat interested in attending future meetings. Center-based parents were most interested in the topic of education.
- ✓ Nearly half of center-based parents (47%) received food assistance from ASCA’s community outreach program, while 33% participated in Home Energy Assistance Program (HEAP). Home-based parents were also likely to have participated in HEAP (44%) and receive food assistance (33%).