



2016-2017 Head Start/Early Head Start Parent Satisfaction Survey

Executive Summary Report

Prepared for: Akron Summit Community Action, Inc.

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Executive Summary

INTRODUCTION

The 2016/2017 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 1% higher this school year (83%) compared to the response rate from 2015/2016 of 82%. 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 (Satisfaction 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 1.11, home-based at 1.37, and expectant mothers at 1.00, with, again, a scale of 1 being very satisfied to 3 not at all satisfied.
- ✓ Common areas on **high satisfaction** included (1) *Maintaining a safe environment for your child*; (2) *Respecting your family’s culture and background*; (3) *Showing courtesy and respect toward you and your family*; and (4) *Any concerns about your child’s health or 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.
- ✓ Common areas of **high agreement** included (1) *understanding the focus on school readiness*, (2) *learning to share and play with others*, and (3) *becoming more independent*. Areas of **low agreement** included (1) *Head Start services have helped make parents feel more comfortable talking to child’s health care provider* and (2) *Head Start services have helped parents better understand the importance of early dental care*.



Satisfaction with items			
	Center-Based	Home-Based	Expectant Mothers
Average Satisfaction	1.11	1.37	1.00
The Head Start Program as a whole	1.06	1.62	1.00
The enrollment process being easy to understand	1.19	1.77	1.00
Staff support in helping you meet your family's needs and goals	1.08	1.38	1.00
Providing quality info through:			
Newsletters or Flyers about upcoming events or meetings	1.10	1.31	1.00
Family Handbook	1.09	1.23	1.00
Head Start Calendars	1.09	1.23	1.00
Home Visits	1.11	1.38	1.00
Informing about how to be involved:			
Head Start Policy Council	1.16	1.42	N/A
Center or classroom volunteering	1.12	N/A	1.00
Other opportunities within your community	1.17	1.45	1.00
Staff communication:			
Responding to your questions, concerns, or requests	1.08	1.23	1.00
Respecting your family's culture and background	1.06	1.23	1.00
Showing courtesy and respect toward you and your family	1.06	1.23	1.00
Any concerns about your child's health or well-being	1.06	1.31	1.00
<i>Average Satisfaction is based on a scale of 1= Very Satisfied to 3= Not at all Satisfied. The closer the average is to 1, the more satisfied parents are in that area.</i>			

Agreement with statements			
	Center-Based	Home-Based	Expectant Mothers
I understand that HS and EHS are focused on "School Readiness"	1.16	1.38	N/A
I know how to help my child with learning activities at home	1.20	1.38	N/A
Head Start home visits are beneficial to my child and my family	1.54	1.46	N/A
Staff encourages male involvement in the program	1.35	1.77	N/A
<i>HS has helped my child get ready for school by:</i>			
Becoming more independent	1.20	1.46	N/A
Learning basic concepts in reading, writing and language	1.22	1.54	N/A
Learning basic concepts in math	1.29	1.62	N/A
Learning to share and play with others	1.18	1.54	N/A
Regulating his/her behavior	1.24	1.62	N/A
Identifying services for my child	1.20	1.69	N/A
<i>HS has helped me better understand:</i>			
My child's social and emotional development	1.26	1.54	N/A
My child's language development	1.25	1.62	N/A
How my child learns concepts (shapes, sizes, etc.) through play	1.20	1.38	N/A
My child's overall development	1.22	1.31	N/A
<i>HS has helped me to:</i>			
Start working towards or reach my family's goals	1.36	1.38	1.00
Understand my role as the primary educator for my child(ren)	1.27	1.46	1.00
<i>HS services have helped me:</i>			
Feel more comfortable talking to my child's health care provider	1.47	1.62	1.00
Better understand the importance of early dental care	1.43	1.69	N/A
Use more effective techniques for guiding my child's behavior	1.38	1.50	N/A
Be more aware of the importance of relationship with my child	1.35	1.54	1.00
Understand the importance of reading to my child daily	1.29	1.46	1.00
<i>Average Agreement is based on a scale of 1= Strongly Agree to 5= Strongly Disagree The closer the average is to 1, the more agreement in that area.</i>			



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 (50%). It was also an issue for expectant mothers (43%). Center-based and home-based parents both indicated that transportation was one of the top three issues facing their families (center-based 21%, home-based 46%).
- ✓ A significant portion of parents indicated that they would have no alternative available to them if Head Start were not available, with the percentage being highest for expectant mothers and home-based parents (center-based 25%, home-based 42%, expectant mothers 71%).
- ✓ More than half of center-based parents (57%) attended a center parent meeting in the past year, with the majority (89%) very satisfied with the meeting. A similar portion of home-based parents, 54%, attended a socialization in the past year, but only 43% reported being very satisfied. While work was the most common reason that center-based parents were unable to attend meetings, transportation was the most common reason for home-based parents. Most parents who had not attended in the past, 86% 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 (43%) received food assistance from ASCA's community outreach program, while 25% participated in Home Energy Assistance Program (HEAP). A similar portion of home-based parents were likely to have participated in HEAP (31%) and receive food assistance (39%).

OVERALL KEY FINDINGS (Financial Literacy)

- ✓ Most Home-Based parents (62%), Center-Based parents (61%), and Expectant Mothers (71%) indicated that they were personally responsible for financial decisions in the household.
- ✓ More than two-thirds of Center-Based (72%) and Home-Based (67%) parents reported having ever created a household budget. This was true for 40% of expectant mothers. Meanwhile, fewer reported currently having a budget.
- ✓ Over half of each group reported having ever created a bank account. It was most common among all three groups to have both a checking and savings account.
- ✓ Most parents in each group had never used a payday loan or check cashing store. Around one in ten home-based (8%) and center-based (8%) are currently using one.
- ✓ About half of all parent groups currently have credit cards. Fewer have prepaid credit cards, with the exception of Home-Based parents.

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- ✓ Cash and credit cards are the most common method of paying bills for Center-Based parents, while Expectant Mothers tended to prefer cash, and Home-Based parents split between credit cards and mobile phone payment.

Financial Literacy				
		Center-Based	Home-Based	Expectant Mothers
Responsible for Money Decisions in Home	Myself	61.0%	61.5%	71.4%
	Spouse	2.5%	0.0%	14.3%
	Myself and spouse	36.5%	38.5%	14.3%
Ever Created Household Budget	Yes	72.2%	66.7%	40.0%
	No	27.8%	33.3%	60.0%
Ever Had Bank Account	Yes	89.7%	61.5%	100.0%
	No	10.3%	38.5%	0.0%
Type of Bank Account Currently Have	Checking	33.7%	15.4%	14.3%
	Savings	3.5%	7.7%	14.3%
	Both	47.4%	38.5%	57.1%
	None	15.5%	38.5%	14.3%
Payday Loan/Check Cashing Store Use	Never used one	65.8%	53.8%	50.0%
	Have used in past but not now	26.7%	38.5%	50.0%
	Currently using one	7.5%	7.7%	0.0%
Have Credit Cards	Credit Cards	50.2%	45.5%	57.1%
	Prepaid Credit Cards	35.3%	60.0%	14.3%
How Currently Pay Bills	Check	23.4%	7.7%	0.0%
	Cash	38.2%	7.7%	85.7%
	Credit card	34.9%	23.1%	28.6%
	Mobile phone pay	21.8%	23.1%	28.6%
Interest in Attending Workshop	Very interested	24.5%	30.0%	60.0%
	Somewhat interested	45.2%	50.0%	20.0%



	Not at all interested	30.3%	20.0%	20.0%
Familiarity with Items <i>(Average: 1=Very familiar; 3=Not at all familiar)</i>	Pension fund	1.94	2.17	1.86
	Retirement fund	1.73	1.92	1.71
	Investment account, such as IRA	1.98	2.33	2.57
	Stocks and bonds	1.97	2.33	2.57
	Mortgage	1.72	2.00	2.00
	Secured bank loan	1.93	2.25	2.29
	Unsecured bank loan	2.03	2.33	2.57
	Microfinance loan	2.29	2.42	2.43
	Car insurance	1.23	1.42	1.29
	Home-owners/Renters insurance	1.42	1.67	1.86
	Life insurance	1.45	1.67	1.29
	Mobile phone payment account	1.33	1.17	1.57
	Prepaid payment card	1.58	1.42	1.71

