



RisingOaks **Early Learning**

Growing minds through play

2024 **Parent** **Satisfaction** **Survey**

Executive Summary

A total of 758 surveys were distributed to parents of children in infant to school-age in June 2024.

474 were returned for a rate of 63% (down 4% from last year).

RisingOaks' Top 5 Strengths

As combined from parent comments

Through survey comments, RisingOaks received recognition for its commitment to diversity, inclusion, and cultural sensitivity, as well as efforts in catering to individual dietary needs and providing opportunities for parental involvement. Parents appreciate our focus on creating a nurturing and educational environment where children can grow and thrive.

Caring and Compassionate Educators:

Parents responding in the survey consistently praise educators for their dedication, kindness, and love for the children. Educators are seen as an extension of their family, and parents appreciate their efforts to understand each child's unique needs and interests.

Communication

Survey responders highlight the excellent communication from educators, which includes daily updates on their child's activities and development. Parents feel involved and informed, which helps build trust in the care provided.

Creativity and Engaging Activities:

The diverse, age-appropriate, and engaging programming offered by RisingOaks is appreciated by parents. They feel that the activities not only benefit their children's development but also provide learning opportunities for the parents.

Connection with parents and families:

Generally, parents value the strong relationships built between parents, families, and staff. The welcoming and inclusive environment makes drop-offs and pick-ups smoother, and parents feel comfortable sharing feedback and concerns.

Consistency and continuity:

Parents mention the benefits of having long-term staff members and low turnover rates. This consistency allows educators to build strong connections with the children, understand their individual needs, and create personalized plans for their development.

How likely is it that you would recommend RisingOaks Early Learning?



Net Promoting Score

By subtracting the percentage of **Detractors** (those who would not recommend) from the percentage of **Promoters** (enthusiasts who do recommend), yields the **Net Promoter Score**.

0 = good
20+ = great
50+ = amazing

RisingOaks Net Promoter Score:

80

(up 4% from 2023)



Net Promoter Score by Program:



INFANT
94



TODDLER
87



PRESCHOOL
86



SCHOOL-AGE
79

How Does Learning Happen?

BELONGING

"Early childhood programs cultivate authentic, caring relationships and connections to create a sense of belonging among and between children, adults and the world around them." - How Does Learning Happen, 2014, p.25	Positive	Neutral	Negative
The educators understand what makes my child unique and is aware of their interests.	93%	4%	3%
The educators value and respect differences in beliefs, values and culture among families in the child care program.	92%	6%	2%
The educators supported my child in their most recent transition or change within the program (e.g., transition into child care and/ or between age groups within the centre).	92%	6%	2%
Overall, a positive sense of belonging was experienced by an average of 92% of respondents. When comparing White and European to all other ethnicity groups, there was no difference in average satisfaction rate. Ethnic groups who scored 100% positivity rate were South Asian, Black (Caribbean), Indigenous and Middle Eastern. Hispanic peoples scored the lowest, but still a positive 86% rate.			



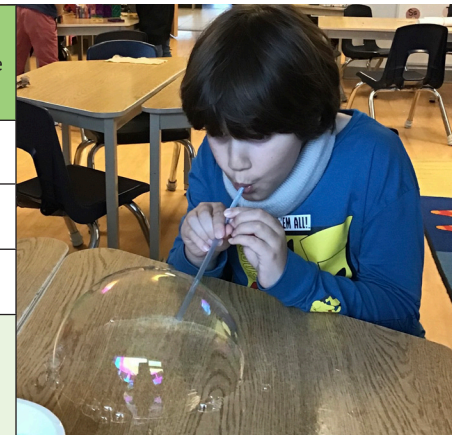
WELL-BEING

"Early childhood programs nurture children's healthy development and support their growing sense of self." - How Does Learning Happen, 2014, p.29	Positive	Neutral	Negative
The educators respond to my child's individual needs.	92%	6%	2%
The educators help my child understand their feelings and how to deal with them.	89%	8%	3%
The educators share parenting tips and resources that are helpful to my family.	62%	28%	10%
The RisingOaks centre/program my child is in has had a positive impact on my family's day-to-day life.	92%	6%	2%
Looking at the disaggregated data of those who promote RisingOaks outside of the organization, 90% of net promoters had a positive rating when they considered their child's well-being at RisingOaks. Contrary, detractors - those who scored 0-6 when asked about recommending RisingOaks, (N=15) had only a 32% positivity rate (this up 5% from 2023).			



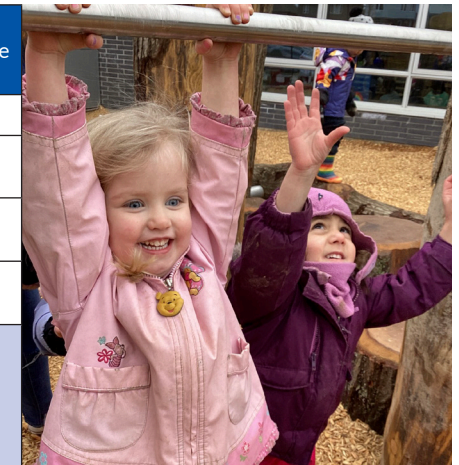
ENGAGEMENT

"Early childhood programs provide environments and experiences to engage children in active, creative and meaningful exploration, play and inquiry." - How Does Learning Happen, 2014, p.35	Positive	Neutral	Negative
The educators provide learning experiences that build on my child's abilities and interests.	93%	5%	2%
The educators support my child to play and solve problems with other children.	92%	6%	2%
My child is given opportunities to explore nature in a variety of ways, both indoors and outdoors.	97%	1%	2%
Overall, 94% positive responses. The highest positivity rating for engagement was 99% from those who self-identified as belonging to the 2SLGBTQIA community. Promoters of RisingOaks' had a 97% positive engagement rating, compared to 67% for detractors.			



EXPRESSION

"Early childhood programs foster communication and expression in all forms." - How Does Learning Happen, 2014, p.41	Positive	Neutral	Negative
My child is given opportunities to explore diversity in various ways.	88%	10%	2%
I feel comfortable talking to the educators about my questions, concerns and my child's learning.	90%	6%	3%
The documentation and communication from the educators help me to understand how and what my child is learning.	79%	12%	9%
There are opportunities to provide written or verbal feedback to my program/centre.	82%	14%	4%
Overall, the average positivity score for Expression is 85% for all respondents. Families with infant, toddler, or preschool children were 4% higher, compared to school-age. Within ethnicity groups, respondents from the Black and Indigenous community had a 100% positivity rating, followed by South Asian (94%), White/European (90%). Those who self-reported as Hispanic, Central/South America had the lowest positivity rate at 77% .			



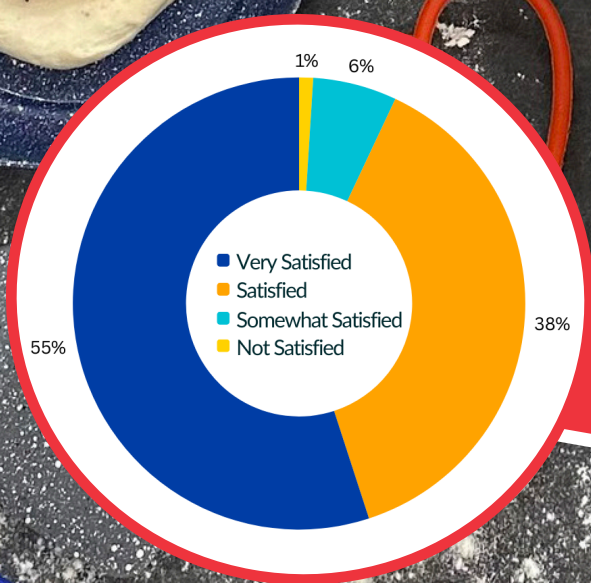
Program Statement



Satisfaction with RisingOaks program and practices in achieving each program statement goal	Not Satisfied	Somewhat Satisfied	Satisfied	Very Satisfied
Promote the health, safety and well-being of children, ensuring individual's needs are met.	0.3%	6.1%	41.8%	51.9%
Promote good nutrition and healthy eating habits for children.	0.8%	7.6%	35.5%	56.1%
Foster engagement and the development of positive, responsive relationships between children, families and educators.	1.0%	3.5%	37.5%	58.0%
Actively engage with community partners to enhance RisingOaks' program.	1.8%	11.6%	48.4%	38.3%
Give children a voice for self-expression, exchange of ideas and positive communication among their peers and educators.	1.5%	3.3%	41.1%	54.2%
Support the development of children's self-awareness, self-confidence, self-regulation and self-esteem.	1.5%	7.3%	35.8%	55.4%
Foster children's exploration, play and inquiry through a variety of child-initiated, educator supported activities; including a mix of indoor, outdoor, active and quiet activities.	0.3%	2.5%	32.2%	65.0%
Create positive learning environments that support children in their learning and development based on their individual needs.	0.8%	5.0%	35.3%	58.9%

Respondents were asked to consider their observations, posted documentation, information sent directly and any information they have about things we do behind the scenes to support achievement of RisingOaks' Program Statement goals under the 5 categories.

- Average percentage of very satisfied respondents across all 8 goals is 55% (up 5% from last year)



Overall Program Statement Satisfaction

TAKE PRIDE IN WHO YOU ARE



Diversity, equity, inclusion, and anti-racism (DEIA)

Satisfaction with RisingOaks' DEIA efforts to date

	Agree
I am satisfied with their efforts and think that they could do more.	27.6%
I am satisfied with their efforts, and do not think that they need to do more.	46.6%
I am neither satisfied nor dissatisfied.	24.2%
I am unsatisfied and think they could do more.	0.5%
I am unsatisfied and think they that they should not do more.	1.0%

“Our family really appreciates and deeply values the commitment and resourcing RisingOaks has made regarding DEIA. This is critical to moving the needle on racism in our community and for the next generation. We notice that the commitment has concrete and ongoing actions and accountability. Our family loves hearing about this so we can continue conversations with our children at home.”

“It is important to make sure people are included and accommodated and have what they need, but RisingOaks does too much DEIA and focuses too much on minority interest promotion. ...Do DEIA in a low-key way, to meet needs without drawing attention and focus on othering, religions and races. Just help people get what they need and focus on something else more inclusive than divisive topics.”

“My family's dual cultures have been welcomed and celebrated with us. The educators are very thoughtful and inclusive. It could not have been better.”

“As a LGBTQ family, we feel welcome and included. Team members took care to use correct pronouns, names and titles. The two Mothers Day gifts were an added touch that means more than words can say.”

Percentage of individuals who Agree, are Neutral or Disagree regarding confidence in the Board and Leadership Team in regards to DEIA

	Positive	Neutral	Negative
RisingOaks' board and senior leadership team (i.e., CEO, Director of Operations) have the necessary skills and knowledge to support diversity, equity, inclusion and anti-racism (DEIA) at RisingOaks.	66.8%	31.4%	1.6%
RisingOaks' leaders (including the centre supervisors) have the necessary skills and knowledge to support DEIA at RisingOaks.	76.8%	21.4%	1.8%
I am comfortable talking to my centre supervisor or the CEO about experiences I have had with discrimination at my centre.	69.9%	26.4%	3.7%
If I have a DEIA issue, I am confident that RisingOaks' leaders will handle the situation appropriately.	80.8%	16.1%	3.1%

An overall average of 73% of respondents have confidence in the Board and Leadership Team's skills and ability in DEIA. 24% are neutral and 3% disagreed. Continuous learning will support capacity development in these areas.

Top 5 Areas for Improvement

As combined from parent comments

Communication: Some parents would like more communication about curriculum, special days, and program changes. Some inquired about a 1:1 meeting to discuss their child's needs and development

Staff: As an expanding organization, some parents have noted impacts from internal turnover of staff and a desire to have more consistent staff in their child's program, with a focus on retention strategies.

Technology: Parents want a more user-friendly interface for Digibot via a downloadable app with improved notifications. They also want the ability to have 2 parent accounts and to see more photos of their children.

***Good News** - a new Digibot app will be available on IOS and Adroid by late Fall 2024.

Nutrition: Parents with children who have allergies, food restrictions or are vegetarian, seek more alternatives on the menu.

Inclusion & Belonging: Parents suggest more opportunities to connect with their child and other families. Parents also recognize the increasing need for additional supports for both children and staff to ensure an inclusive program.

Documentation about your Child's Learning

How often parents/guardians review



Monthly Learning Stories shared in the e-news

Regularly	52.8%
Occasionally	29.3%
Rarely	10.5%
Never	3.6%
I don't know what this is	3.8%



Documentation posted around the classroom

Regularly	38.5%
Occasionally	39.5%
Rarely	14.8%
Never	4.6%
I don't know what this is	2.6%



Your Child's Portfolio in the classroom

Regularly	18.1%
Occasionally	30.6%
Rarely	22.7%
Never	12.0%
I don't know what this is	16.6%

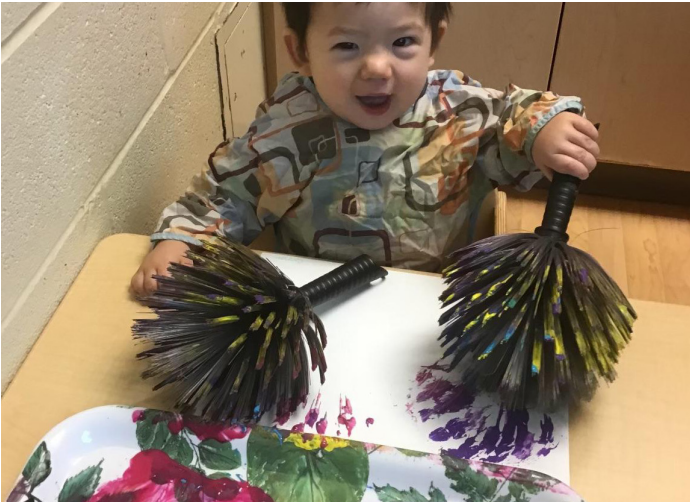


Social Media posts online

Regularly	14.0%
Occasionally	23.0%
Rarely	18.9%
Never	39.5%
I don't know what this is	4.6%

Communications from Digibot Parent Portal

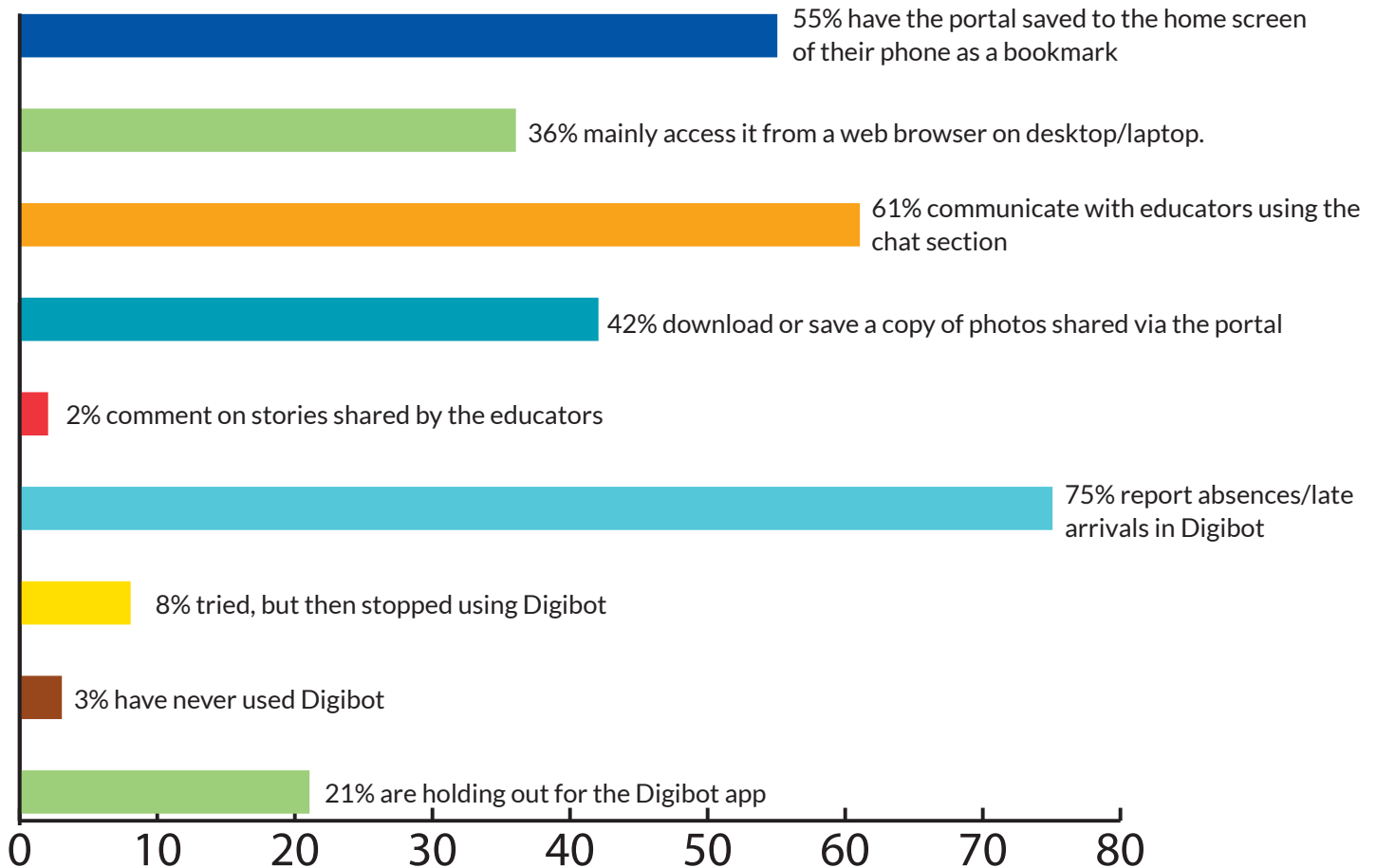
How often parents/guardians review



Parent Portal
chat/messages,
daily logs/activities

Regularly	62.0%
Occasionally	20.2%
Rarely	12.8%
Never	4.3%
I don't know what this is	0.8%

Use of Digibot Parent Portal



Digibot Comments Summary

Desire for a Mobile App: Many parents expressed a strong preference for a mobile app, indicating that it would be more convenient and user-friendly compared to the current web-based system. They believe an app would improve accessibility and engagement with the platform.

Notifications and Real-Time Updates: Respondents highlighted the need for notifications, especially for new posts and updates on the platform. They find it challenging to remember to check the portal regularly and would appreciate receiving alerts on their phones to stay informed in real-time.

Improvements in User Experience: Users commonly mentioned the inconvenience of having to log in repeatedly, difficulty in accessing photos, limitations in functionality, and the desire for a more seamless and efficient user experience.

The great news is that Digibot is expected to launch a parent app by late fall 2024. It is hoped that a new app will add more convenience and ease of use for parents.

Did You Know?

- You can request a meeting to speak with your child's educators and the centre supervisor(s).
- In the Digibot Parent Portal, you can: view learning stories & daily logs, take a screenshot of a story, save a photo, send a message using the chat feature, view a community post and add comments to it.
- Our social media channels are a great resource for families. We share photos, learning stories, research on the importance of play, parents tips and more!

FIND US HERE: facebook.com/risingoaks.ca instagram.com/risingoaksearlylearning

- All infant, toddler and preschool children have a portfolio of documentation from their time at RisingOaks. Parents can view this at the centre or sign it out to view at home.

Next Steps



1. The supervisors are in progress of reviewing the results.



2. Priorities and goals will be discussed in August/September.



3. Centre-specific summary and action plan will be communicated to families.



4. Creation of data briefs to highlight key trends by sub-groups within RisingOaks.