



RisingOaks
Early Learning Ontario

2023 Parent Satisfaction Survey Summary



A total of 803 surveys were distributed to parents of children in infant to school-age in June 2023.
438 were returned for a rate of 55% (up 10% from our last survey).

RisingOaks' Top 5 Strengths

As combined from parent comments

Caring and Compassionate Educators:

Parents consistently mention that our educators genuinely care for the children, show empathy, and provide a nurturing and welcoming environment. The educators form strong bonds with the children, understand their individual needs, and make them feel loved and valued.

Communication

and Daily Updates: Parents appreciate the daily communication and updates they receive about their child's progress and activities while in our care. The staff maintain excellent communication with families, which helps in building trust and peace of mind for families.

High-Quality Program and Learning Activities:

Our centres provide high-quality programs that focus on activities, relationships between children, and learning through play. The educators plan indoor and outdoor activities that support children to increase their skills, learn and explore. The educators encourage curiosity and creativity.

Inclusiveness and Respect for

Diversity: RisingOaks Early Learning is praised for its inclusive approach, accommodating children's individual needs, and promoting many cultures and other forms of difference in the classroom. The educators are open-minded, respectful, and celebrate diversity.

Stability of Educators and

Staff: Parents value the stability of educators and staff, as it allows children to establish real relationships and build trust with their educators over time. Staff consistency ensures familiarity for the children.

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** (enthusiast who do recommend), yields the **Net Promoter Score**.

0 = good
20+ = great
50+ = amazing

RisingOaks Net Promoter Score:

76.4%

How Detractors, Passives and Promoters are defined by their scoring:

0-6	7-8	9-10
Detractors	Passives	Promoters

10% (2)	5% (4)	85% (33)	INFANT
2% (3)	14% (18)	84% (108)	TODDLER
3% (6)	17% (39)	81% (187)	PRESCHOOL
4% (5)	17% (23)	79% (104)	SCHOOL-AGE / CAMPS

How Does Learning Happen?

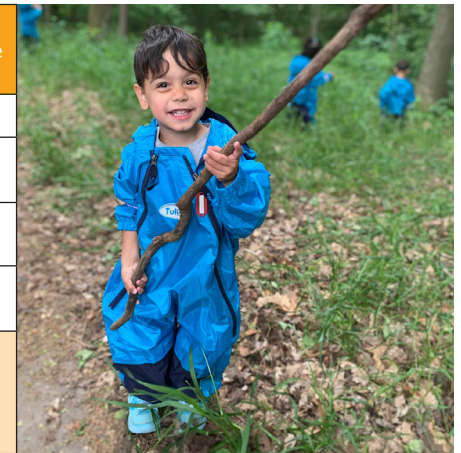
BELONGING

"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.	95%	3%	1%
The educators value and respect differences in beliefs, values and culture among families in the child care program.	93%	5%	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).	91%	8%	1%
Overall, a positive sense of belonging was experienced by an average of 93% of respondents, with only a 1% difference between White respondents and those from other ethnicities. Black respondents average for this category was slightly lower at 90%. The positive response rate was 3% higher with full-day programs when compared to school-age programs.			



WELL-BEING

"Early childhood programs nurture children's healthy development and supports their growing sense of self." - How Does Learning Happen, 2014, p.29	Positive	Neutral	Negative
The educators respond to my child's individual needs.	93%	5%	2%
The educators help my child understand their feelings and how to deal with them.	88%	10%	2%
The educators share parenting tips and resources that are helpful to my family.	58%	30%	11%
The RisingOaks centre/program my child is in has had a positive impact on my family's day-to-day life.	91%	7%	1%
Looking at the disaggregated data of those who promote RisingOaks outside of the organization, 89% 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 27% positivity rate.			



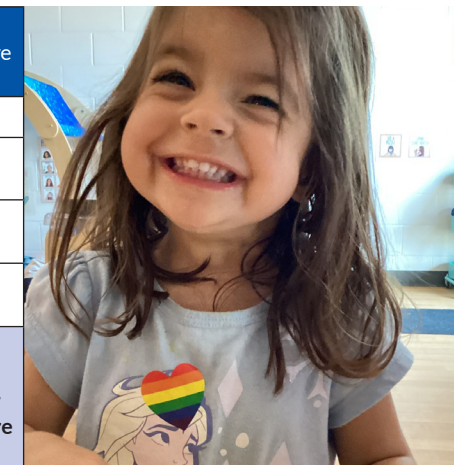
ENGAGEMENT

"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.	94%	5%	1%
The educators support my child to play and solve problems with other children.	94%	5%	1%
My child is given opportunities to explore nature in a variety of ways, both indoors and outdoors.	96%	2%	2%
Overall, 95% positive responses; which is a slight increase from our last survey. There is a <1% variance across all diverse groups, however, 1% higher in rating of positivity within the 2SLGBTQIA+ community. Promoters of RisingOaks' had a 97% positivity rating for engagement, compared to 71% 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.	86%	13%	1%
I feel comfortable talking to the educators about my questions, concerns and my child's learning.	92%	4%	3%
The documentation and communication from the educators help me to understand how and what my child is learning.	82%	10%	8%
There are opportunities to provide written or verbal feedback to my program/centre.	81%	13%	6%
Overall, the average positivity score is 85% for all respondents. Those who have children in our full-day programs were 2% higher, compared to school-age. Black respondents had a 3% lower positivity rating and those who identified as part of the 2SLGBTQIA+ community had a 4% lower positivity average than other respondents. Promoters experienced a 91% average positivity score for expression, compared to 38% for detractors.			



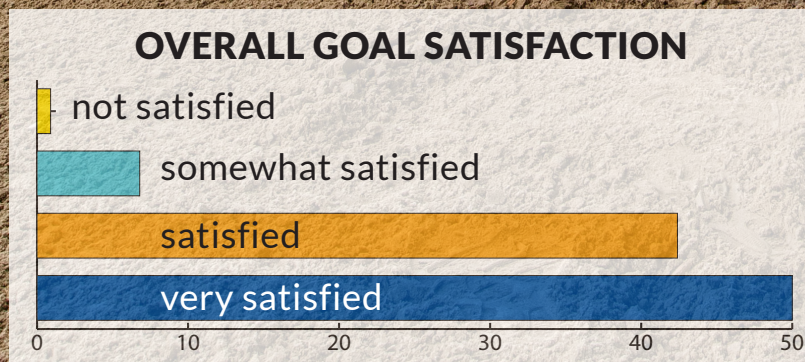
Program Statement



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.	1.3%	5.3%	45.3%	48.1%
Promote good nutrition and healthy eating habits for children.	2.2%	9.0%	37.4%	51.4%
Foster engagement and the development of positive, responsive relationships between children, families and educators.	0.7%	5.5%	42.0%	51.9%
Actively engage with community partners to enhance RisingOaks' program.	1.5%	15.1%	49.5%	33.9%
Give children a voice for self-expression, exchange of ideas and positive communication among their peers and educators.	0.2%	5.3%	45.7%	48.8%
Support the development of children's self-awareness, self-confidence, self-regulation and self-esteem.	0.2%	7.0%	43.1%	49.7%
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.	0.0%	1.8%	35.7%	62.6%
Create positive learning environments that support children in their learning and development based on their individual needs.	0.9%	5.3%	40.5%	53.4%

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.

- Overall, 92% of parent respondents were satisfied with RisingOaks' progress across the set of 8 goals.



Documentation about your Child's Learning

How often parents/guardians review



Monthly Learning Stories shared in the e-news

Regularly	50.7%
Occasionally	31.1%
Rarely	11.1%
Never	3.3%
I don't know what this is	4.0%

Each program has a monthly learning story that is shared through our e-news, which is posted publicly on our website on each centre's webpage.



Documentation posted around the classroom

Regularly	36.3%
Occasionally	41.0%
Rarely	15.9%
Never	4.0%
I don't know what this is	2.9%

If the survey respondent does not do the drop-off/pick-up, this will impede on how often they review this type of shared documentation.

Families with children birth to age 4 regularly use these forms of documentation at a higher rate than school-age families.



Your Child's Portfolio in the classroom

Regularly	23.6%
Occasionally	31.7%
Rarely	18.3%
Never	7.3%
I don't know what this is	19.2%

All 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.



Social Media posts online

Regularly	15.9%
Occasionally	21.6%
Rarely	17.6%
Never	35.2%
I don't know what this is	9.7%

FIND US HERE:

facebook.com/risingoaks.ca
instagram.com/risingoaksearlylearning

Communications from the Sandbox Parent App

How often parents/guardians review

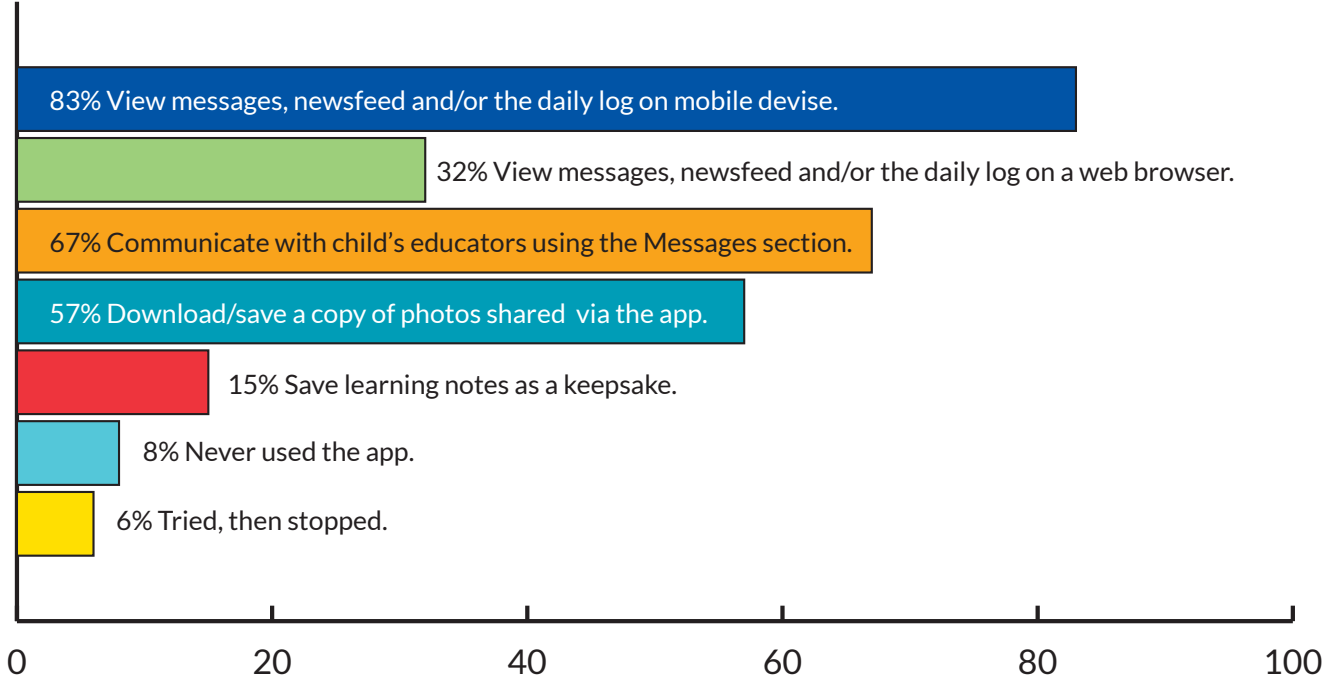


Sandbox Parent App
messages, newsfeed,
daily logs/activities

Regularly	76.9%
Occasionally	11.5%
Rarely	3.7%
Never	3.5%
I don't know what this is	4.4%

Being the most personalized and convenient to read electronically, are likely factors of why survey respondents review this communication the most.

Use of the Sandbox Parent App



GOOD TO KNOW!

Many survey respondents reported glitches and other issues with the app. We are currently sourcing another child care management and communication system to roll out by January 2024.

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

Percentage of individuals who Agree, are Neutral or Disagree to each statement	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.	67%	31.7%	1.4%
RisingOaks' leaders (including the centre supervisors) have the necessary skills and knowledge to support DEIA at RisingOaks.	73.4%	24.3%	2.3%
I am comfortable talking to my centre supervisor or the CEO about experiences I have had with discrimination at my centre.	71.4%	25.6%	3%
If I have a DEIA issue, I am confident that RisingOaks' leaders will handle the situation appropriately.	80.9%	15.5%	3.6%

An overall average of 73% of respondents agree positively with RisingOaks' DEIA work, 24.3% are neutral and 2.6% disagree. As our work continues, we hope to learn more and do better.

Satisfaction with RisingOaks' DEIA efforts to date	Agree
I am satisfied with their efforts and think that they could do more.	29.7%
I am satisfied with their efforts, and do not think that they need to do more.	43.8%
I am neither satisfied nor dissatisfied.	23.6%
I am unsatisfied and think they could do more.	1.4%
I am unsatisfied and think they that they should not do more.	1.4%

"Knowing that Rising Oaks has DEIA in mind when going about their daily activities and having it as a core tenet of the business practice makes me confident that kids are being exposed to these ideas at a young age to build upon later."

"I am glad that the organization is on an active learning journey."

"DEIA is a journey, not a destination. Recognizing all cultural and religious celebrations are encouraged rather than avoiding certain celebrations in fear of offending some groups. Celebrating and acknowledging each other is how we learn and grow."

"There is always room for growth!"

Top 5 Areas for Improvement

As combined from parent comments

Communication: Many parents mentioned a need for more updates on their child's activities, and clear communication about planned activities and events. Parents expressed a desire for better awareness of their child's day-to-day experiences. A key point is the need to improve the functionality and reliability of the Sandbox parent communication app.

Individualized Attention and Inclusion: Parents expressed the importance of fostering connections between families and educators, addressing specific needs of each child, promoting diversity and inclusion, and providing resources or tips to support parents in areas such as positive behavior guidance and developmental milestones.

Staffing and Staff Retention: Parents highlighted the importance of consistent educators and expressed a desire for fewer staff turnovers, though recognized that the sector is in a workforce crisis. They mentioned the need for additional resources and support for educators, as well as appreciation and retention strategies to maintain a stable and engaged staff team.

Health and Nutrition: Some parents requested reduced sugar in snacks, less processed food and more allergy-friendly options.

Facilities and Logistics: Parents mentioned several areas for improvement related to the physical environment and logistical aspects of the child care centre. These included some concern about the cleanliness of the facilities, parking accessibility and enforcement, and monitoring secured access to the building for those without fobs.

NEXT STEPS:

- The leadership team will review these overall results and discuss priorities in August/September.
- Talk to your centre supervisor to learn more about our continuous improvement process and what we are working on, including their centre-specific results and action plans.