



EMPLOYMENT DEPARTMENT



CHILD CARE CENTER DIRECTORS CUSTOMER SERVICE SURVEY FOR THE YEAR: 2007 EXECUTIVE SUMMARY

Prepared by
Dawn Norris
Child Care Division

For
Tom Olsen, Administrator
Child Care Division

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SURVEY ON CUSTOMER SATISFACTION

Customer Group: Child Care Center Directors

INTRODUCTION

During the spring of 2007, the Child Care Division (CCD) conducted an on-line customer satisfaction survey of Child Care Center Directors certified with the division. Providers were asked to rate the customer service of CCD with the application and renewal process, unannounced monitoring visits, investigations into complaints, contact with central office and field staff and general information on the website. The survey included representation from 27 Oregon counties. At the time of the survey there were no certified centers in Baker, Harney, and Wallowa County. The survey did not produce a response from Curry, Gilliam, Grant, Sherman, Tillamook and Wasco Counties which had a total of 15 certified centers.

METHODS

In May of 2007 letters were mailed to 712 unduplicated child care center programs certified with the Child Care Division. The letters requested center directors to complete an on-line customer service survey, and provided an option for center directors to request a paper version of the survey. The initial letter resulted in a 17% response rate. Eleven center directors requested the paper version of the survey and seven were returned.

To increase the response rate, counties with a response rate below 20% were called and reminded to complete the survey. The targeted calling resulted in an overall response rate of 27%.

DEMOGRAPHICS

Section A collected general demographic information about child care centers and their directors who completed the survey. In general, most of the programs who responded had been in operation for over eleven years with the vast majority having one site in their program. The directors who responded had a broad range of experience, education level and number of staff they supervised. In terms of the age of children in their programs the majority of children in care were preschoolers and the least cared for age group was infants.

RESULTS

Section B collected information on the application/renewal process. Directors were asked to rate their level of agreement on several statements. If the director disagreed with the statement they were required to provide an explanation. Over 90% of the directors responded positively in regards to the rules, application and criminal history process. When asked if they would like the option to fill in forms electronically, 86% responded favorably. On statements dealing with interactions involving their licensing specialist, 96% responded positively.

Total N=188	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't Know
The "Rules for Certification" book is easy to follow.	35%	55%	9%	1%	0%
The annual renewal process has been clearly explained to me.	71%	27%	2%	0%	0%
The application forms are easy to complete.	53%	38%	6%	0%	3%
Requesting the necessary inspections prior to my annual renewal visit has been clearly explained to me.	65%	29%	4%	0%	2%
The Criminal History Registry application is easy to complete.	76%	22%	2%	1%	0%
The process of contacting the Child Care Division's central office to link my employees to my licensed facility is easy to complete.	59%	27%	4%	3%	9%
I would like the option to fill in forms electronically.	59%	27%	4%	3%	9%
The licensing specialist answered my questions.	81%	16%	1%	1%	1%
The licensing specialist was helpful.	82%	13%	2%	2%	1%
The licensing specialist was courteous.	85%	12%	2%	1%	1%
The licensing specialist provided me with useful information.	79%	18%	2%	1%	1%
The licensing specialist was supportive and/or encouraging.	80%	14%	3%	1%	2%
I consider my licensing specialist as a resource.	78%	17%	2%	2%	2%
I feel comfortable calling my licensing specialist when I have questions.	81%	14%	2%	2%	1%
My last visit went well.	85%	13%	1%	1%	1%
Overall, I am satisfied with my interactions with my licensing specialist.	78%	19%	1%	2%	1%

Section C collected information on directors' communication with central office staff. Of the directors who responded, 55% of the directors had contacted central office and 64% said it took one call to have their question answered and 59% spoke with only one person. When asked how well central office staff handled the most recent phone call, 96% of the directors' responded positively.

Total N=104	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't Know
The person answered my questions.	72%	22%	3%	2%	1%
The person was helpful.	75%	19%	4%	1%	1%
The person was knowledgeable.	70%	22%	5%	2%	1%
The person was professional.	77%	23%	0%	0%	0%
The person was respectful.	77%	22%	0%	0%	1%
The person responded promptly.	76%	19%	1%	2%	2%
I was satisfied with the response I received.	74%	21%	3%	1%	1%

Section D collected information on directors' communication with field office staff. Of the directors who responded, 62% of the directors had contacted a field office and 54% said it took one call to have their question answered and 89% spoke with only one person. When asked how well field office staff handled the most recent phone call, 99% of the directors' responded positively.

Total N=117	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't Know
The person answered my questions.	88%	12%	0%	0%	0%
The person was helpful.	88%	12%	0%	0%	0%
The person was knowledgeable.	85%	12%	0%	0%	0%
The person was professional.	90%	9%	1%	0%	0%
The person was respectful.	87%	13%	0%	0%	0%
The person responded promptly.	84%	15%	2%	0%	0%
I was satisfied with the response I received.	86%	12%	1%	1%	0%

Section E collected information on unannounced monitoring visits. Three-quarter's of the directors said they had an unannounced monitoring visit in the last twelve months with 70% of the directors having one visit and 24% having two visits. 97% of the directors agreed their visit went well and 95% agreed their licensing specialist was respectful.

Total N=135	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't Know
I feel the unannounced monitoring visit went well.	78%	19%	3%	0%	1%
I feel the licensing specialist was respectful during the unannounced monitoring visit.	85%	10%	2%	1%	1%

Section F collected information on how investigations into complaints have been handled. Of the 188 directors who responded to the survey 13% had a complaint investigated and 91% responded favorably of their interactions with the licensing specialist during the investigation.

Total N=25	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't Know
The licensing specialist clearly explained the complaint to me.	72%	16%	0%	4%	8%
The licensing specialist explained the complaint and follow-up procedures in a way I could easily understand.	84%	8%	0%	0%	8%
The licensing specialist listened to my side of the story.	80%	12%	0%	0%	8%
The licensing specialist was fair.	80%	12%	0%	0%	8%
The licensing specialist was courteous.	80%	12%	0%	0%	8%
The licensing specialist was professional.	80%	12%	0%	0%	8%

Section G collected information on the CCD website. Of the 188 directors surveyed, 48% had never looked at the website, 28% said they looked at it yearly and 21% looked at it monthly. When asked what they primarily looked at on the website, regulations and forms were cited the most frequently. The chart below indicates the forms directors have accessed from the website.

Which forms										
	Staff Training Log	Director Designation Form	Staff Qualification Log (except Multnomah)	Child Care Emergency Drill Record	Child Care Fire Safety Self Checklist	Child Care Facility Management List	Fire Agency Checklist	Sanitation Inspection Agency List	Criminal History Form	
Total	28	17	12	24	17	10	11	14	59	

Directors were asked if they were interested in paying fees online with a credit card; 40% responded yes, 39% responded no and 21% didn't know. Directors were asked two additional open-ended questions in regards to the website and one general open-ended question.

SUMMARY

Overall, the directors who completed the survey were positive about the customer service they had received from both field and central office staff. From the anecdotal comments gathered by the survey it appears that most licensing specialists have built positive relationships with directors. The information gathered in regards to using the website appears to be polarized among directors, with some accessing the on-line options and others continuing to utilize paper forms.