



COOK'S SCHOOL DAY CARE INC

2018 Annual Satisfaction Survey Follow-Up for Families & Educators

We are pleased to provide everyone with a summary of our recent survey. Thank-you to the families who shared opinions, comments and suggestions. For those who did not get a chance to participate, it's never too late! Even though the official deadline has passed, you may still:

- Request a hard copy at any time.
- Access the pdf fillable version in the news section of our website <http://cooksdaycare.ca/news.htm>.
- The SurveyMonkey version has closed.

We appreciate and welcome input and take every comment to heart! We want the opportunity to continue to learn from new information and grow.

Please note that Cook's Program Statement guides how we provide our services. The Program Statement details why, what and how we do what we do. It is a living document visited often by our team. Families are encouraged to refer to it and suggest edits if you wish. Changes are made to the document as needed. It is a tool for reflection to help us to continue to evolve, learn and grow. It is available on our website at <http://cooksdaycare.ca/program-statement.htm> and in hard-copy upon request.

Since September 1985, Cook's goal has been to provide the best possible early learning and child care program. Despite the many obstacles we have faced, Cook's proactive approach to change coupled with our desire to learn and grow are key to our continued development and success. Feedback is critical as we make plans to continue our early learning and child care journey.

The reason for the survey deadline is due to the requirement to provide the County of Northumberland with a summary of our annual survey by March 31st each year. We want to hear from you on an ongoing basis to ensure we are providing the best possible early learning and child care program. Thanks!

For your information, there is a Testimonials link on our website too <http://cooksdaycare.ca/testimonials.htm>. It can be found under the About Cook's tab, near the bottom. It contains comments from notes to Cook's, surveys, and application forms.

Improve Effectiveness & Efficiency of Service

Follow-Up from 2017

1. The TV monitor in the main foyer offering the continual random slideshow of learning in action continues to attract positive attention and enjoyment by most who enter. We continue to witness both the children and families enjoying the opportunities to catch a glimpse of "someone they know". The photos are continually updated to keep it fresh. We still hear that the music playing through the monitor makes it feel fun and welcoming.
2. Our facebook and website pages continue to be monitored and updated regularly to ensure information is communicated in a timely fashion. Families will continue to be directed to our website and facebook pages.
3. The "plan" to re-develop the website to make it more interactive (and not so text heavy) spilled over to 2018. It will provide interactive opportunities for both family and educators, including home child care providers to "join our team".
4. Parents will continue to be encouraged to visit when they can to observe, check out the many learning stories and photos posted, visit our facebook & website pages, and talk to the educators to hear about what the children are involved in during their busy days.
5. The staff photos prominently displayed in the main entrance area have proven to be a helpful tool for families. We often hear the children asking families to stop and name all of the team. We continue to receive many positive comments.

New Comments for 2018

1. Because one unidentified toddler family perceives there is inadequate toys and equipment available when picking up at the end of the day, we recognize the importance of providing more photo opportunities of the children in action throughout the day with the numerous learning materials. It is possible that the family is arriving at the transition time from outdoors to indoors when the materials have been stored for the evening. Maintaining adequate materials and equipment is a priority for our program.
2. Based on the comments regarding expression, some families are not seeing that the children are completely given that opportunity. Educators will continue to be introduced to training and resource materials to enhance their practice. Discussions will continue during team meetings regarding how learning happens and the educators' roles.
3. Our Facebook presence is a point of discussion at the board level (based on current negative press). It is used as a communication and marketing tool. Making it private would defeat this purpose. The importance of parent consent is critical to ensure only those comfortable with posts containing photos of their child/family appear. We will continue to encourage families to visit our page. Some families who enjoy our Facebook page would like to see more photos. Educators make every effort to capture many learning opportunities through photos and documentation. More effort will be taken to keep including all of

the children for whom we have permission. The main display spaces for photos happens in the activity rooms and children's individual duo tangs. It is understood that more effort is needed to ensure all families are aware of these treasures. Our primary role is engagement with the children. Each group providing a weekly highlight requires the educator's time out of the program (which is a disruption to the program). With the exception of snippets of time to capture photos of the children involved in activities, we cannot permit access to social media when we expect attention to be directed to the children.

Environmental Factors Impacting Service Delivery

1. We are continuing to incorporate some natural materials indoors and outdoors. As replacement materials are required the focus for new items will be "natural". The space consumed by the existing outdoor equipment limits but does not outweigh the ability to incorporate natural elements.
2. Ministry regulation changes (policies) have been a prime focus for our team. Our team continues to work together very effectively to meet what is expected.

Meeting Targeted Objectives

1. Cook's continues to enthusiastically bring the Ministry of Education, **How Does Learning Happen** approaches alive in our programs. Educators (home and centre) continue to benefit from the use iPads, training opportunities and amazing materials provided by the County to enhance programming and documentation. Our monthly team meetings continue to allow for full and small group discussion relating to sharing videos, books & resources and planning to strengthen skills. Moving forward with better defined expectations of our pedagogical leaders adds to the support of our educators.
2. Addressing items in our accessibility plan continues to be an ongoing priority. Steps to be taken in 2018 are: adding a barrier-free washroom to 2nd floor and automating the main and elevator doors. Cook's continues to give consideration to efforts that can be taken to promote inclusion and accessibility. Any other items that require financial support will be addressed on a priority basis when they can be managed.
3. Cook's overall financial health continues to be a necessary item of discussion for our board. Maintaining stability demands constant evaluation of successes and challenges. Planning for the future is a necessary responsibility that our board takes very seriously. With the guidance of our Ministry Program Advisor and County Children's Services Manager Cook's is giving consideration to the best use of space for our centre-based program to support the needs of families in our community and our viability.

Problems & Concerns Delivering Service

1. Recruiting people to provide early learning and child care in their homes, supported through our agency (Cook's Home Child Care Agency), is a significant challenge: Marketing strategies include radio ads on two local stations, newspapers, website, Facebook page, Snapd, etc. Currently the County has offered to support our blast campaign using all media listed. The board continues to give consideration to other strategies.

2. As always, enrollment fluctuations result in inconsistencies in revenue.
3. As always, the age of the building lends itself to costly maintenance or upgrading costs that must be addressed on an as needed basis as finances allow. Health & safety issues are addressed right away and have the ability to place pressure on cash flow.
4. Owning the building. Cook's was facing a property tax bill that would have impacted our stability considerably. With the support of the Town and a significant amount of stress and work from our end, the outcome was better for the organization this time. We feel at the mercy of MPAC and how they choose to designate our property.

Lessons Learned & Progress Achieved

The lessons learned and progress extend from those noted in previous years:

1. Learning is ongoing. Cook's is receptive to the changes relating to HDLH and moving forward with enthusiasm. The education support, learning materials and resources offered by the County support Cook's and continue to build confidence and motivation levels in our educators.
2. Cook's financial health is stronger because of all staff, administration, and board members. We continue to be diligent with monitoring our strengths and pressures. We continue to plan to determine our best direction and path to continued success. We understand the importance of engaging all those noted above because they are invested in the program and are directly affected by any change. Everyone thrives when they are valued.
3. Our addition has absolutely enhanced our image and accessibility. The main entrance and availability of management upon entrance has promoted heightened health, safety and well-being for clients and staff.
4. Staff physical and mental well-being continues to be a priority. Cook's understands the importance of equitable monetary compensation levels. A commitment has been made to focus our efforts on salary increases. The employee benefit package is monitored closely to ensure what is being offered provides the best benefit to the staff (including EAP).
5. Our commitment to support staff training continues because the result benefits Cook's. Cook's provides coverage for time, and payment for the hours participating in approved training (including team meetings which are valuable networking opportunities). Coverage of related expenses is given consideration – mileage, meals, etc. Because Cook's has been supportive, staff are taking part in many more opportunities than in previous years and sharing back their experiences with colleagues. Continues to be win win!
6. Consideration of our survey format and content is given each year. The rating scale and size of the survey will certainly be pondered.