



# COOK'S SCHOOL DAY CARE INC 2019 SATISFACTION SURVEY – SUMMARY REPORT

## A. Rate of Return

**Number of Surveys  
Distributed:** 89

**Number of Surveys  
Returned:** 20

**Rate of Return:** 23%

## B. Tabulated Results

See attached at end of report.

## C. Improve Effectiveness & Efficiency of Service

### Ongoing

1. The TV monitor in the main foyer offering the continual random slideshow of learning in action attracts positive attention and enjoyment by most who enter. The photos are continually updated to keep it fresh.
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. Parents 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.
4. The staff photos prominently displayed in the main entrance area continue to be a helpful tool for families. We often hear the children asking families to stop and name all the team.

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### New for 2019

1. The website has been redeveloped and launched early 2019. Great feedback. The interactive forms continue to be constructed to add a convenient feature for the existing and potential families, home child care providers, staff, and the community who choose to submit information electronically.
2. One centre family indicated that relationship building could be improved with their family. The family chose to remain anonymous. Regardless, the centre supervisor and executive director immediately connected with the educators to share that feeling. Staff are encouraged to reflect on the quality of interactions and making a concerted effort to connect with all families to make them feel welcome. All staff agree that communication is the key to building respectful and trusting relationships.
3. One home child care family did not know what her child was eating in the provider's home. The family chose to remain anonymous. The ECE Consultant / Home Visitor immediately:
  - touched base with the current providers to affirm that menus continue to be posted in a prominent location for the families as required by Cook's and the Ministry.
  - prepared and forwarded a memo to the home child care families thanking them for responding to the survey and highlighting the importance of continued communication. It was also noted that the menus are posted in the homes and the value of nutritious snacks and lunches.

#### D. Environmental Factors Impacting Service Delivery – as stated previously in 2018

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.

#### E. Meeting Targeted Objectives

1. Incorporating Pedagogical Leaders in our programs has strengthened our How Does Learning Happen journey. The leaders provide resources and insights daily and during monthly team meetings to support the educators. The training offered through the County and Five Counties is a much appreciated to enhance the important work we do with the children and families. Our monthly team meetings continue to allow for full and small group discussion relating to sharing videos, books & resources and planning to strengthen skills.
2. Cook's continues to explore ways to promote inclusion and accessibility. Assistance has been received from Five Counties to help identify areas requiring attention. The input is being incorporated into our plan to present to the board. The plan, once approved at that level, will guide the next steps for Cook's. As always, any item that requires financial support will be addressed on a priority basis when manageable (unless urgency dictates a more immediate response).
3. Cook's stability and financial health are always given careful consideration during decision-making. With assistance from the County, Cook's has expanded our preschool group to aid in relieving the waitlists for that age group. Marketing our home child care program to recruit suitable candidates who can provide home child care services continues to be a significant direction for Cook's. It is clearly understood that expanding the home child care program can provide more space opportunities for families on the waitlists. Planning is a necessary responsibility that our board takes very seriously.

#### F. Problems & Concerns Delivering Service

1. Provider recruitment continues to be a significant challenge. The County support is appreciated! Marketing strategies have included visiting EarlyON centres to make connections, job fairs, radio ads, newspapers, website, Facebook page (boosting ads), Snapd, etc. Currently the County has offered to support our blast campaign using all media listed. The board continues to consider other strategies.
2. Educator recruitment. Suitable candidates for educator, enhanced staffing, and supply positions are difficult to attract. Attending the recent Watton Job Fair was fruitful and allowed us to hire a new educator with exceptional skills and experience. At the same time, we required an enhanced staff and a long-term educator secured employment in the school system. We continue to struggle. At this time, we cannot accept new enrollments until we have a staff person to support the extra children. Cook's would love to offer more attractive salaries and have been working hard to build our salaries. We understand the need to keep salaries as a priority.
3. Enrollment fluctuations will always result in inconsistencies in revenue.
4. The age of the building has demanded costly maintenance or upgrading costs that have been addressed on an as needed basis as finances allow. County support has significantly lessened the financial burden. Regardless, Cook's has realized financial pressures many times because of our beautiful, old building.

## G. Lessons Learned & Progress Achieved

1. Learning is ongoing. Cook's whole-heartedly appreciates the professional development opportunities, support, learning materials and resources offered by the County.
2. Cook's understands that operating quality programs for our children and families is necessary and deserved. Our team participates in ongoing reflection to determine if what and how we are doing it is responsive to the needs of the children and families. Monthly team meetings and quarterly program monitoring provide a formal time for individual and group discussion pertaining to our goals. Regular and random discussions provide opportunity for checking in with educators. Both opportunities allow us to decide where support is needed most. Although the fear of the unknown exists regarding the implementation of a new County quality tool, it is understood that the best interests of the children and families is at the heart of it...and that is why we do what we do.
3. Cook's financial health is notably 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.
4. Staff physical and mental well-being continues to be a priority. Input is requested from staff regularly regarding suggestions about what we can do to enhance or do better as an organization to support our educators. The group decides how and when the list is addressed. The administration has participated and continues to participate in training relating to building and maintaining a healthy environment.
5. Cook's understands the importance of equitable monetary compensation levels. Our commitment to focus our efforts on salary increases is a priority. The employee benefit package is monitored closely to ensure what is being offered provides the best benefit to the staff (including an Employee Assistance Plan).
6. 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!
7. The format of the survey was changed this year to re-incorporate the rating scale for most of the questions. Each year we will consider our content and format to generate a higher response.