

Sample Community Family Survey

Using Family Surveys to STEP Forward with Data

Below is a sample community family survey that could be administered to families whose children are not currently enrolled in the preschool program to allow preschool system users to gather data for each of the recommended metrics. This survey only asks questions that align to the recommended metrics from the Framework. Preschool system leaders interested in gathering information from community families can adapt the following sample survey or integrate these questions into existing surveys to capture other experiences beyond the Framework. Leaders should consider what they want to learn and how best to ask these questions.

Introduction

The goal of this short survey is to understand more about how our preschool system can best support families in our community when thinking about enrolling in preschool. This survey should not take more than 10 minutes of your time. By continuing with the survey, you are agreeing to participate. You are welcome to skip any question you do not want to answer. We will actively incorporate the feedback you provide to make improvements to our preschool system. This survey is anonymous, which we hope will encourage you to share as honestly as possible.

Enrollment and outreach

We want to learn more about your family and your child's enrollment decision for this year.

1. How, if at all, did you learn about our preschool? Select all that apply.
 - a. TV ad
 - b. Radio ad
 - c. Billboard
 - d. Mailer or flyer sent to my home
 - e. Flyer or brochure at local community location (e.g., grocery store, library, social services agency, doctor's office)
 - f. Social media (e.g., Facebook, Instagram)
 - g. Other, specify:
 - h. Did not hear about preschool
2. How would you rate your knowledge and understanding of the preschool options in your community?
 - a. Very knowledgeable
 - b. Somewhat knowledgeable
 - c. Not knowledgeable
3. Although you did not enroll your child, were you interested in enrolling your child in preschool?
 - a. Yes
 - b. No (*skip to Question 8*)
 - c. Unsure (*skip to Question 8*)
4. Which of the following were reasons you did not enroll your child in a preschool program? (*select all that apply*)
 - a. I could not afford the cost of preschool (*skip to Question 8*)
 - b. The preschool options did not meet my family's schedule (*skip to Question 8*)
 - c. The preschool options did not meet my child's needs (*skip to Question 8*)
 - d. There was no availability at the preschool I wanted (*skip to Question 5*)
 - e. My child was suspended or expelled from preschool (*skip to Question 8*)
 - f. Other, specify

5. Were you put on a waitlist?
 - a. Yes (*skip to Question 8*)
 - b. No (*skip to Question 8*)
 - c. Unsure (*skip to Question 8*)
6. Did you enroll but withdraw your enrollment from preschool at any time?
 - a. Yes, before my child attended
 - b. Yes, after my child attended
 - c. No (*skip to end*)
7. What factors led you to unenroll your child from your selected preschool program? (*check all that apply*)
 - a. Tuition increase
 - b. Loss of subsidy
 - c. Program was too far from home
 - d. Did not have adequate transportation to the program
 - e. Program hours did not align with new scheduling needs
 - f. Poor communication from program
 - g. Disciplinary actions (e.g., in-school suspension, unfair disciplinary use)
 - h. Safety concerns of the facility
 - i. Safety concerns with staff
 - j. Program was unable to meet my child's needs
 - k. Preferred another care provider or care option
 - l. Other, specify
8. When thinking about enrolling a child in preschool, how many preschool options did you or would you consider before selecting an option?
9. What, if anything, would make you consider enrolling your child in our preschool programs? Open-ended

Closing

Thank you so much for sharing your insights! Let us know if you have any other feedback that we should consider when improving our preschool system.