

Report on the Professional Development Needs Survey for Early Learning Professionals in Missouri 2014



Funding provided by the Missouri Department of Social Services,
Children's Division, Early Childhood and Prevention Services Section.

About the Survey

Child Care Aware® of Missouri sent out the Professional Development Survey (PD Survey) in April 2014. Respondents could complete the PD Survey via hard copies sent by mail or using a Survey Monkey link specific to one of the four Child Care Aware® of Missouri state regions. Child care staff had approximately three weeks to review, complete and submit their surveys for consideration in this year's results. Below are the statistics regarding survey distribution

Indicator	2014	2013
Number of Surveys Sent	3,838	3,988
Number of Survey Responses Received	786	910
Return Rate	20.47%	22.8%
Hard Copy Response Rate	38%	56%
Electronic Response Rate	62%	44%

There was an increase of 18% of electronic returns in 2013 to 2014. This report highlights the results of the 2014 PD Survey. We distributed the PD Survey across the State through hard copy and electronic means. The survey was sent through the United States Postal Service via First Class mail to licensed and license exempt child care programs. We used the Smarty Address program to verify addresses as current before mailing. Only 34 surveys were returned (.9%) due to a bad address. Surveys went to directors and owners of child care programs. We encouraged directors and owners to share the survey with staff to broaden the responses received.

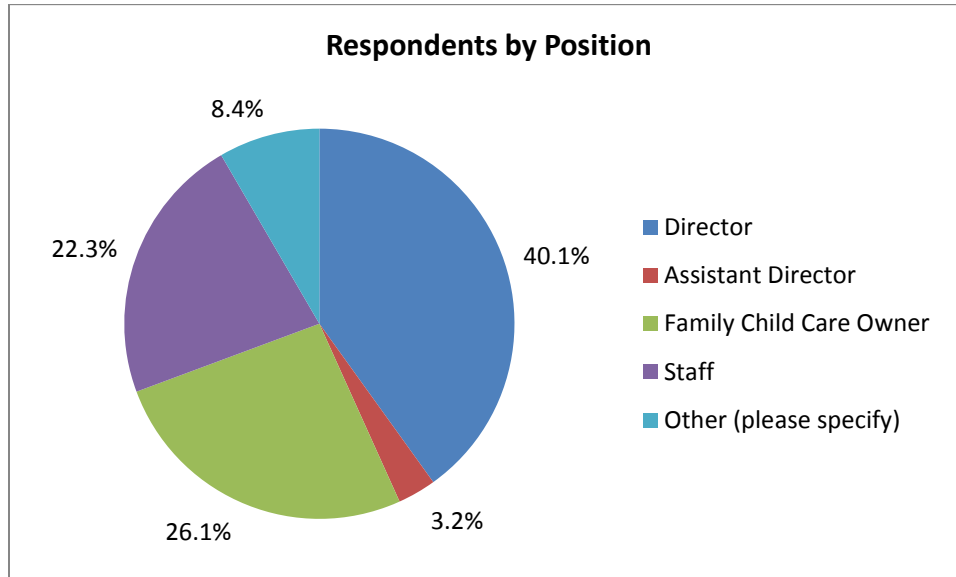
Child Care Aware® of Missouri sent the PD Survey electronically to the 1,603 licensed and license exempt child care programs with current email addresses in the Work Life System (WLS). Emails went out through MarketVolt, an electronic marketing firm. Initial emails were sent on Monday, March 31, 2014, with reminder emails sent on Friday, April 11, 2014 and Thursday, April 17, 2014. All emails contained a web-based link to the PD Survey. We marketed the PD Survey at face-to-face trainings conducted by Child Care Aware® of Missouri's Regional DSS Trainings. Each region made post cards available at training sessions with the customized link for the region specific survey. Hard copies were available on a limited basis.

If you should have any additional questions, please contact us at info@mo.childcareaware.org.

Overview of 2014 Professional Development Survey

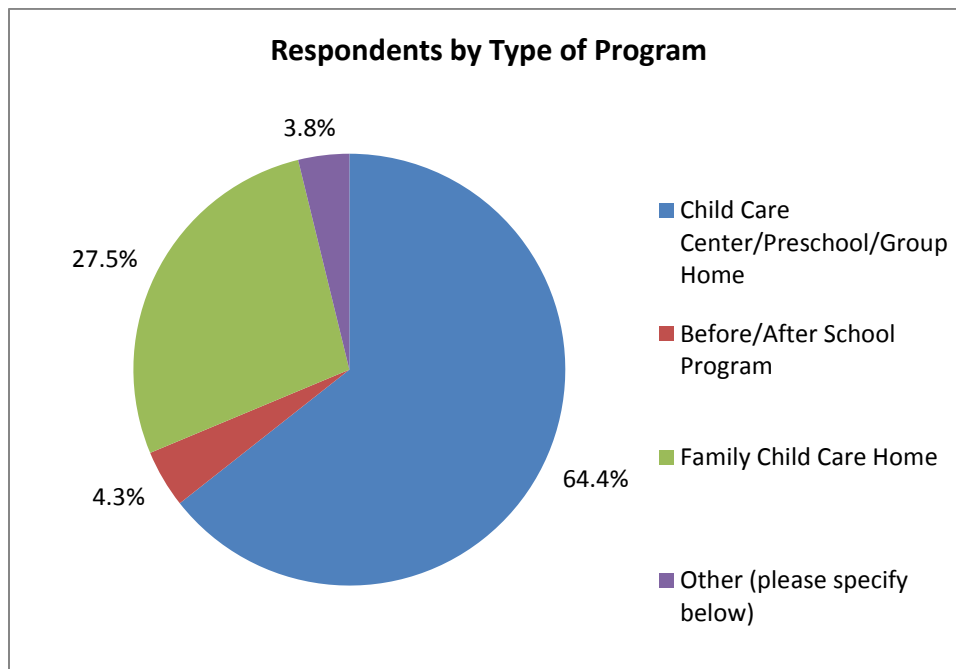
Respondents by Position

Approximately 69% of those responding to the PD Survey held a management/owner position (Director, Assistant Director, and Family Child Care Owner).

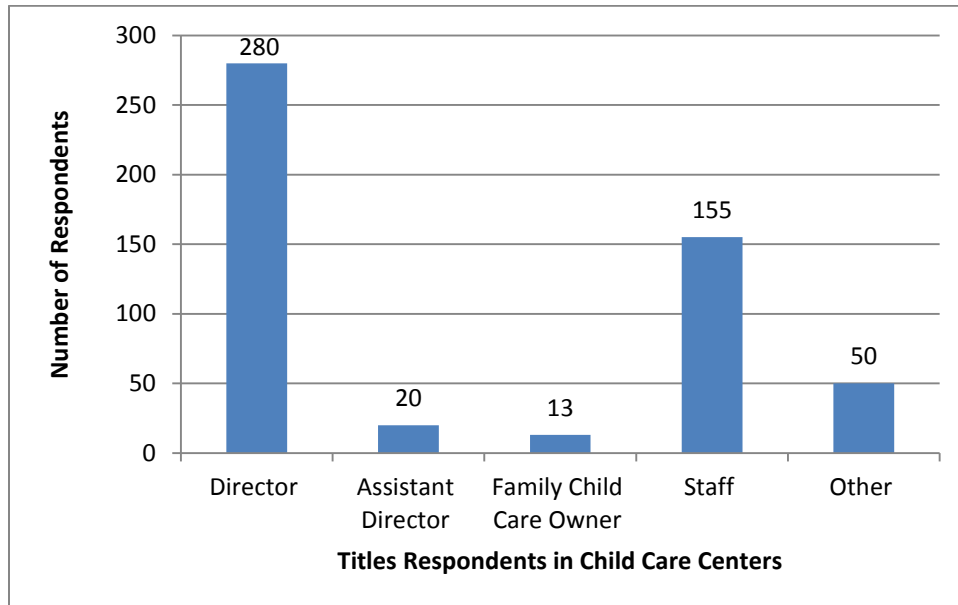


Respondents by Child Care Program Type

64% of respondents work within a Child Care Center/Preschool/Group Home and approximately 28% in a Family Child Care Home.

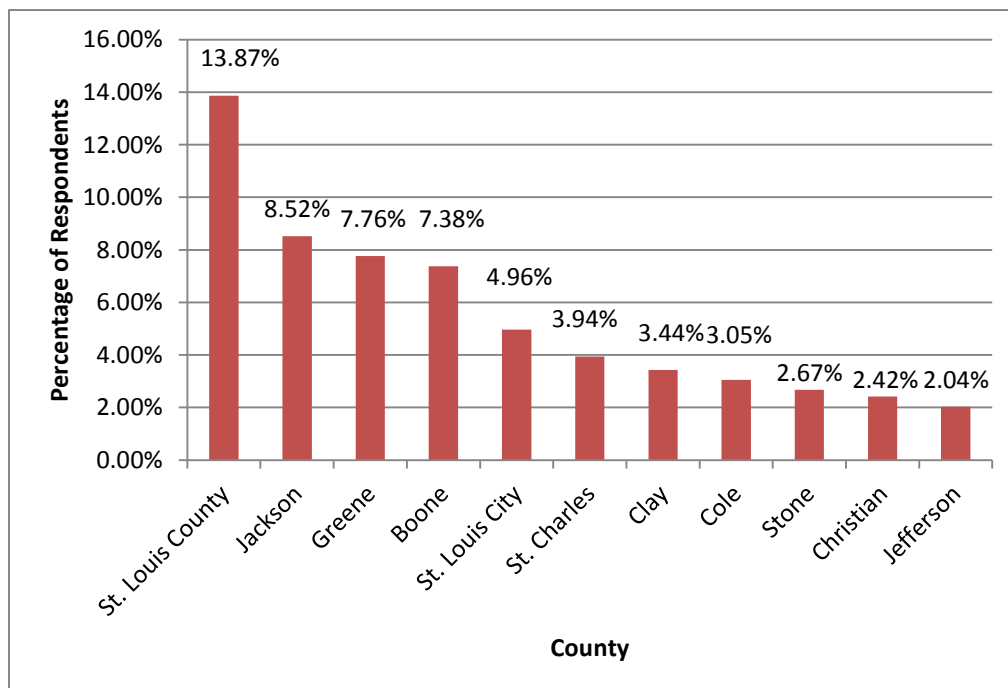


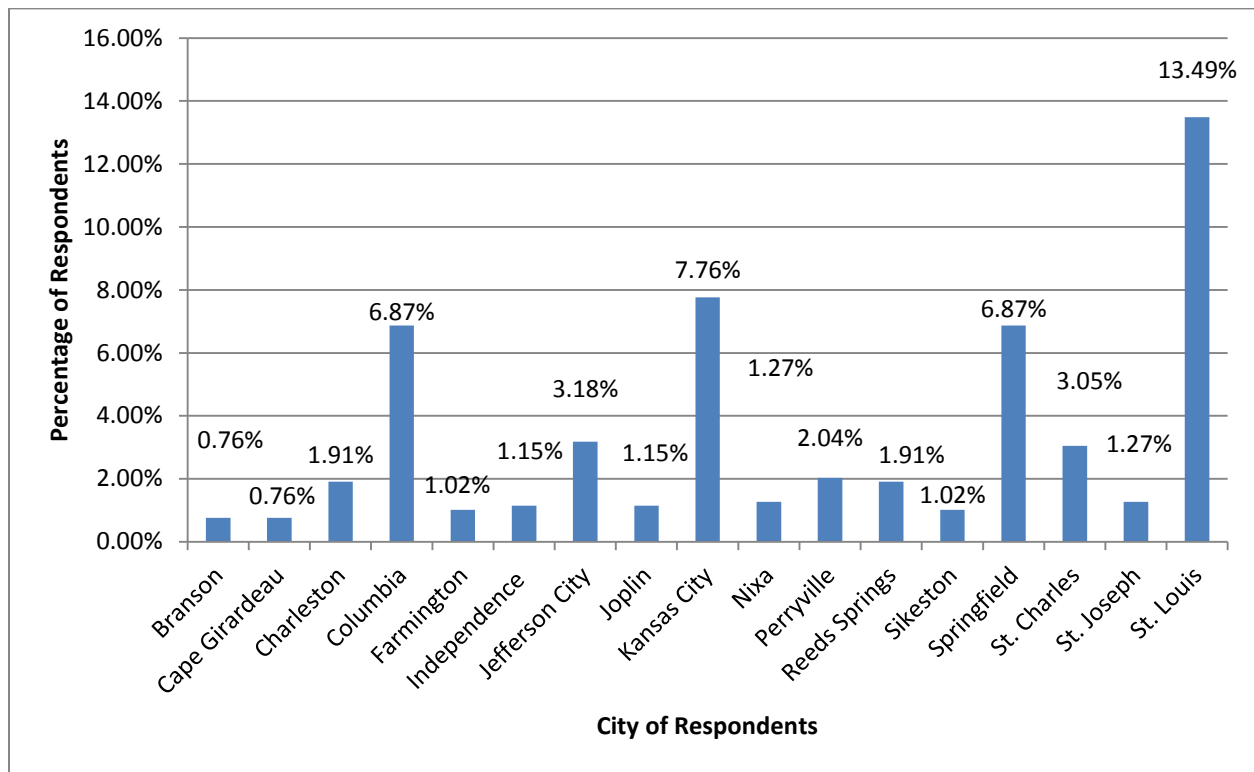
Of those from Child Care Center/Preschool/Group Homes, 54% (280) of responses received came from Directors while 30% (155) of respondents identified as Staff. The remaining 13.5% were composed of Assistant Directors and Other. 2.5% of respondents identified as Family Child Care Owners and working in a child care center or preschool.



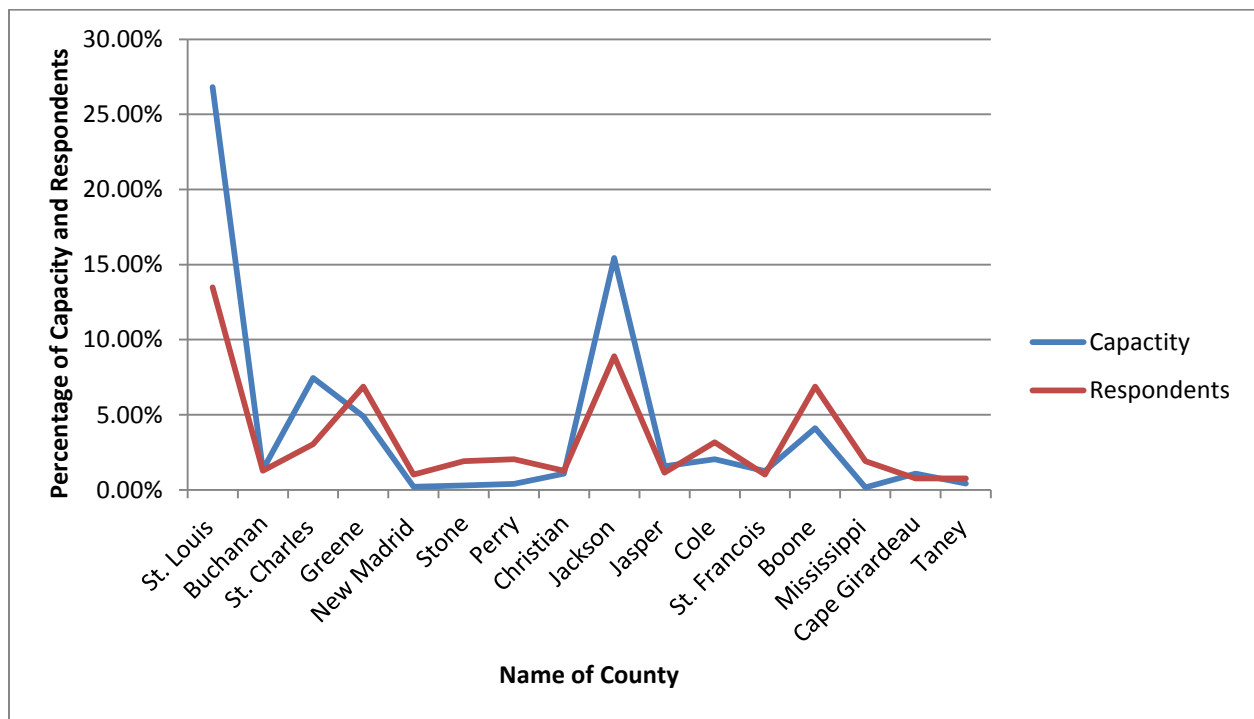
Respondents by County and City of Workplace Location

Trainings are offered across Missouri through both online and in-person workshops. Through the PD Survey we find that the majority of the counties with the most child care capacity are the same counties in which the respondents work. Below are the counties with at least 2% of respondents represented. Not surprisingly the larger metropolitan areas across the state are represented.





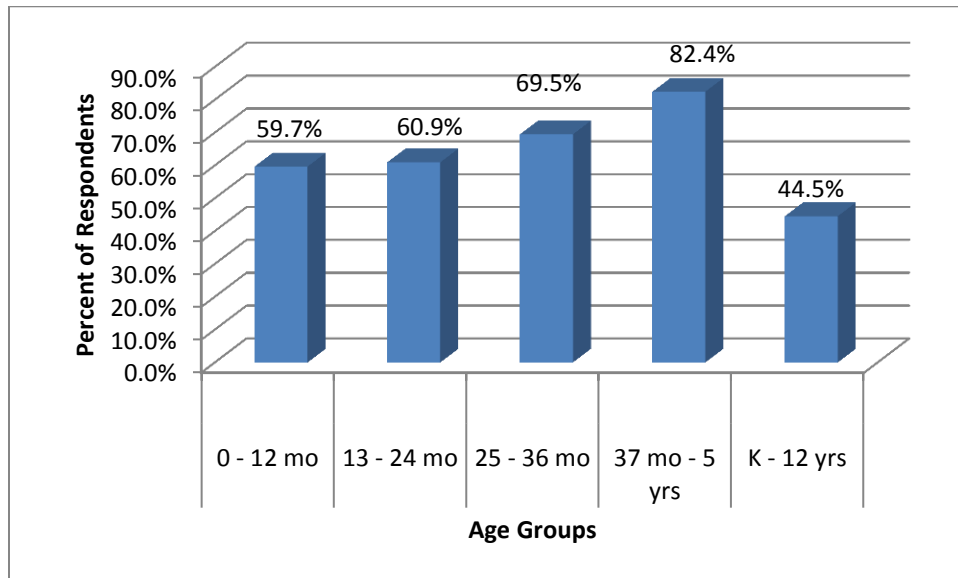
While the larger metropolitan areas are represented in the survey, they are vastly under-represented when response rates from child care professionals are compared to the current child care capacity rates for each of the counties.



For example, Mississippi County which has only .17% of the child care capacity in Missouri had 1.91% of the total respondents for the State. Conversely, St. Louis County and City which has 26.81% of total child care capacity had only 13.49% of the total responses.

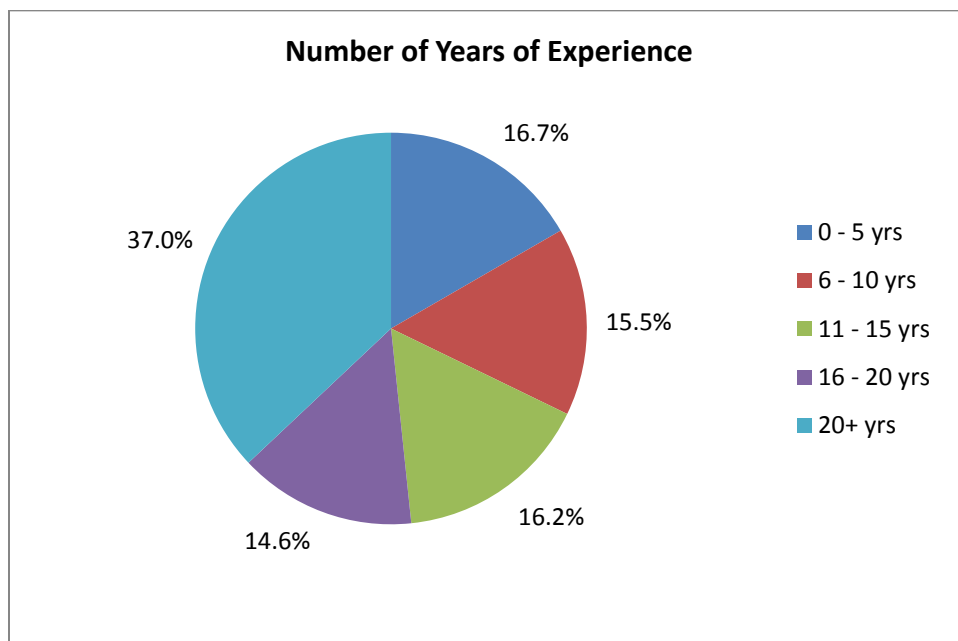
Age Groups Worked with at Child Care Program Type

In this category, the 3-5 year old age range is the most widely represented. It appears that most of those responding to the PD Survey work with toddlers and pre-school age children.



Years of Experience in Early Childhood Education

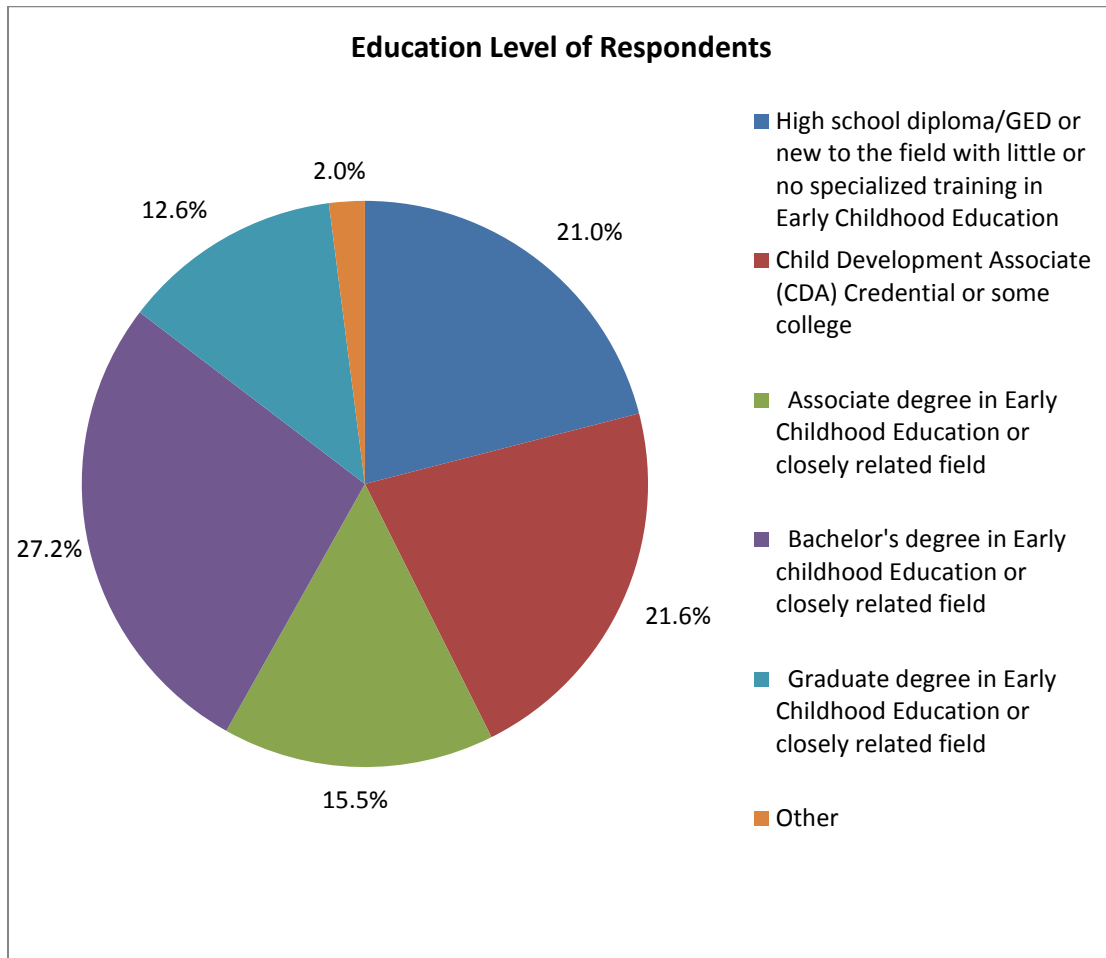
Based upon the responses received, the early learning workforce in the State of Missouri is evenly divided when broken into 5 year segments. The number of early learning professionals with more than 20 years of experience is 37%.



When looking at the years of experience for respondents, it is important to keep in mind the position held by the respondent. 44% of Directors and 35% of Family Child Care Owners responded with over 20 years of experience, while 63% of Staff responding had 0-5 years of experience.

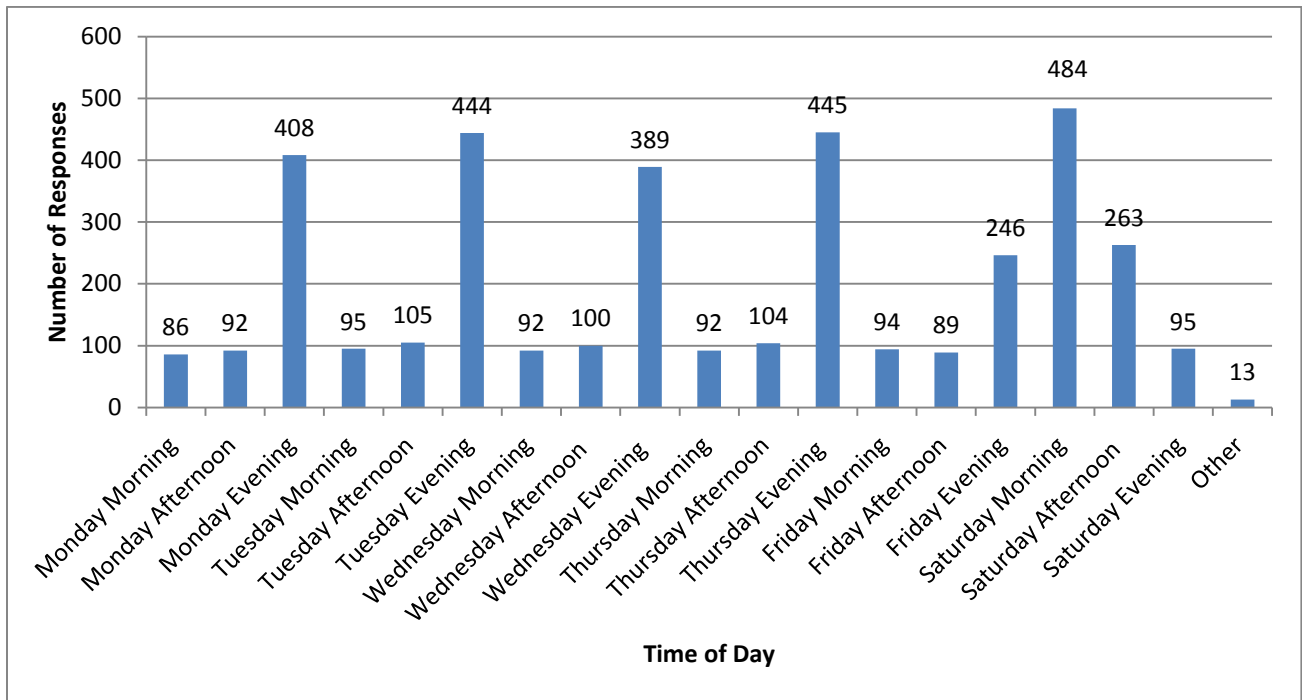
Education Level

Of those responding to the PD Survey, at least 77% had additional education in the form of a certification, Associates, Bachelor's or Graduate degree.



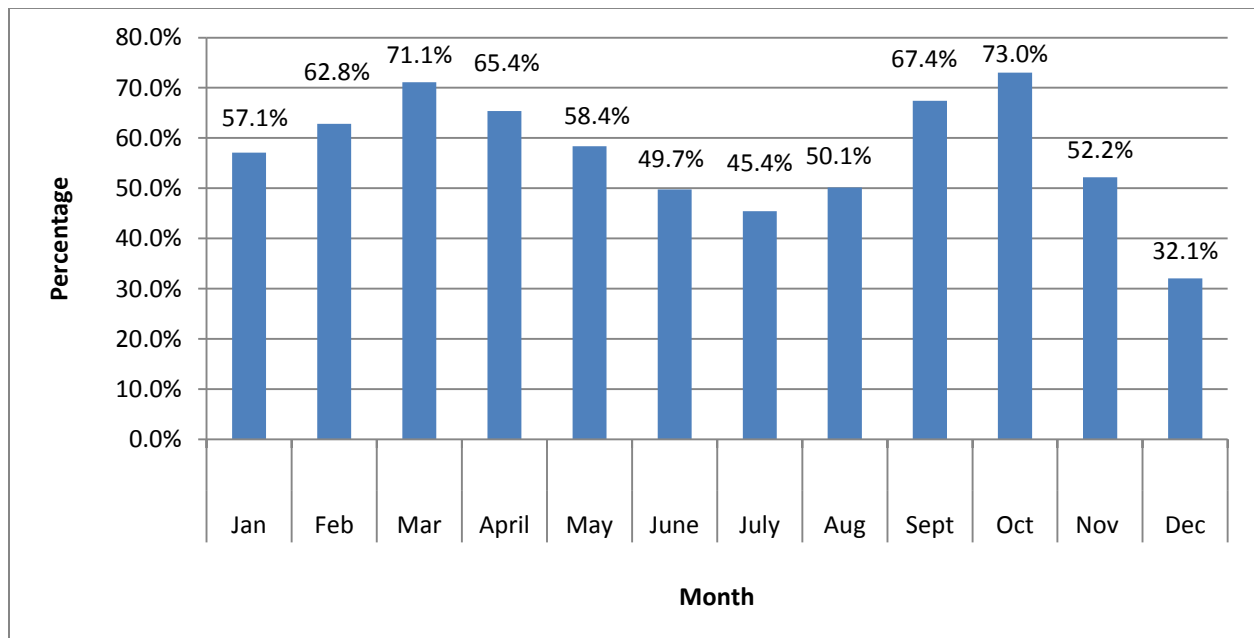
Preferred Training Times (Day of Week and Time of Day)

Respondents indicated they prefer their training on Saturday mornings or in the evenings on Tuesday and Thursday.



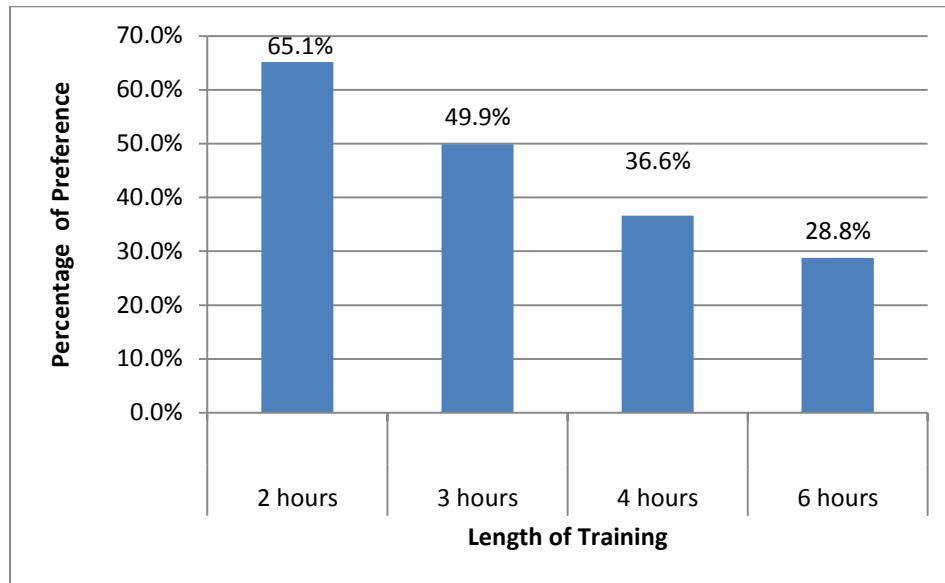
Preferred Months for Training

March, April, September and October were chosen as the most popular months for training. Respondents were less likely to attend training during the summer months (June, July and August) and during the holiday season (November and December).



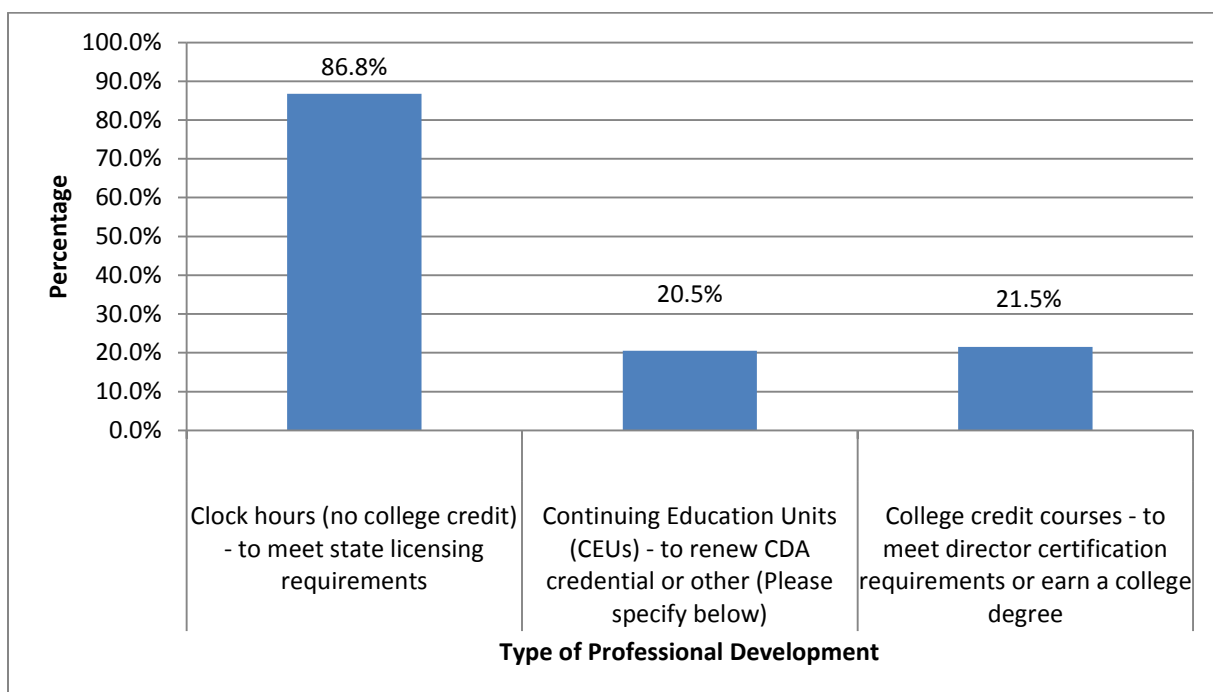
Preferred Length of Training Sessions

Respondents prefer two or three hour workshops. These results coincide with findings from years past. This also aligns with the fact that evenings are a desired time for workshops.



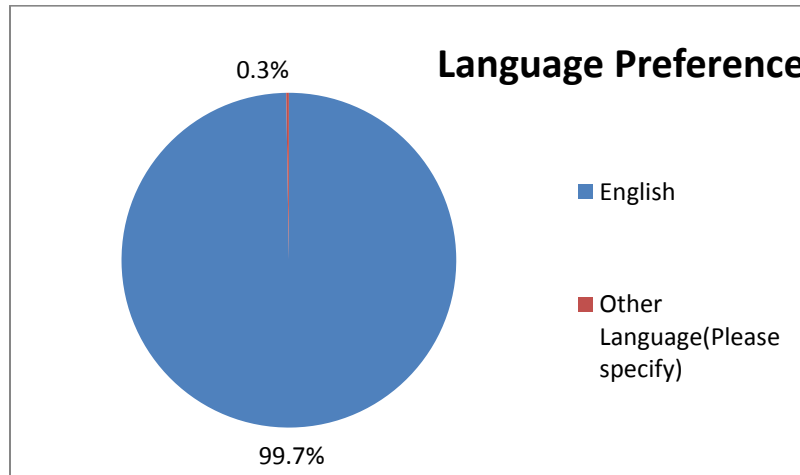
Types of Professional Development Wanted

Professional development offered in the form of clock hours is the overwhelming type of professional development desired by respondents. Continuing Education Units are used mainly for CDA renewal in Missouri so we would not expect to see a larger number here. Knowing that child care staff may already have college degrees and that this is not the track for everyone, about a quarter of those surveyed seems reasonable.



Language Preferences for Professional Development

Respondents were able to select English or Other as their choice for language preference. The “Other” selection had a line next to it which allowed for respondents to indicate what language they would like. Of the 786 responses received, only two (2) requested Spanish as a language choice. The survey was only disseminated in English.



Topics for Professional Development

There were nine (9) topical areas presented to respondents. Eight (8) of the areas were the state-approved core competency areas. The last category was around wellness and prevention. This area was included due to the recent increase in professional development opportunities in this area. A listing of several more specific topics was found under the main area choice. Respondents could select as many of the topics as they were interested as well as write in additional related topics.

The chart below reflects the first and second choice of respondents in each area.

Core Competency Area	First Choice	Second Choice
Child & Youth Development	Building Character/Social Development	Temperaments
Learning Environment & Curriculum	New Ideas for Learning Activities	Science/Discovery Centers
Observation & Assessment	Measuring Children’s Progress	Learning about Children as Individuals
Families & Communities	Community Resources	Family Conferences
Health & Safety	Children’s Mental Health	First Aid/CPR
Interactions with Children & Youth	Discipline, Behavior and Guidance	Dealing with Emotion
Program Planning & Development	Time Management	Grant Writing
Professional Development & Leadership	Stress Management/Ethical Behaviors	Professionalism
Wellness & Prevention	Physical Activity in Early Childhood	Child Nutrition

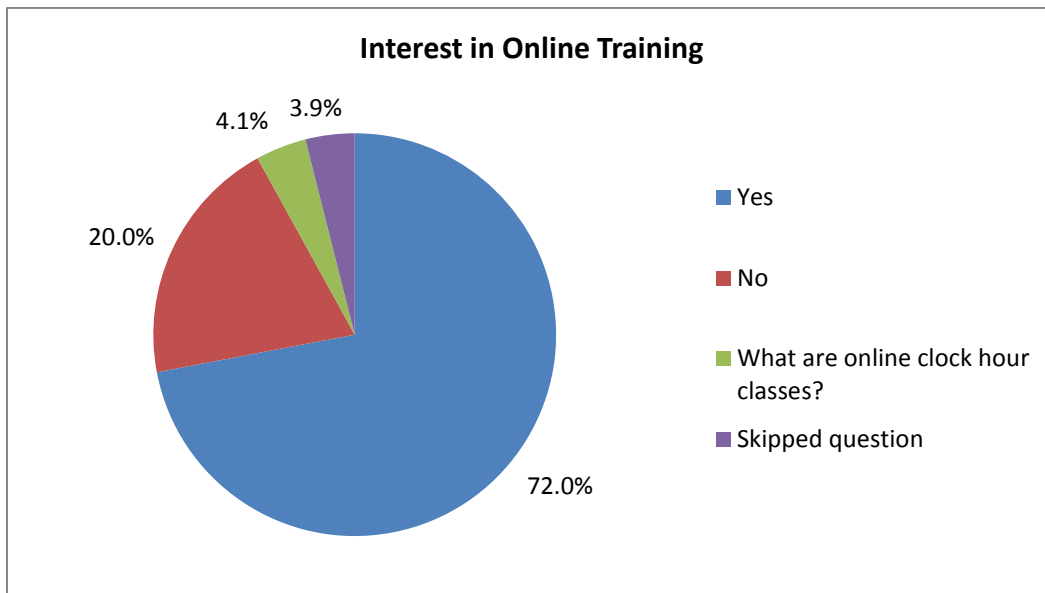
Training Providers Utilized in the Past 12 Months

Each regional survey provided a specific list of training entities which provide professional development. Below is a list of the choices provided and the respondents' use as indicated by selection of each entity in 2014.

Answer Options	Response Count	Percent of Respondents
Please Specify organization as needed	418	55.59%
Child Care Health Consultant (Health Department/DHSS)	297	39.49%
University of Missouri Extension	149	19.81%
State or local conferences (i.e., Conference on the Young Years/CYY)	141	18.75%
Local provider association or college (Please specify)	132	17.55%
Child Care Aware® of Southern Missouri (Council of Churches of the Ozarks)	101	13.43%
Child Care Aware® of Eastern Missouri, a program at LUME Institute	100	13.30%
Child Care Aware® of Central Missouri	97	12.90%
United 4 Children (formerly Child Day Care Association and St. Louis 4 Kids)	94	12.50%
Parents as Teachers	91	12.10%
Head Start	85	11.30%
Child Care Aware® of Western Missouri (The Family Conservancy)	75	9.97%
Community Partnership	69	9.18%
Project REACH/Educare/LINC	64	8.51%
Rivers Bend Association for the Education of Young Children (RBAEYC)	63	8.38%
ARCHS - Area Resources for Community Human Services (Community Partnership)	62	8.24%
AEYC - Association for the Education of Young Children	52	6.91%
Applebaum	31	4.12%
United Way of Southwest Missouri/Success by Six (SB6)	17	2.26%
Missouri Home Day Care Association	13	1.73%
Lakeshore Learning	2	0.27%
First Chance for Children	0	0.00%

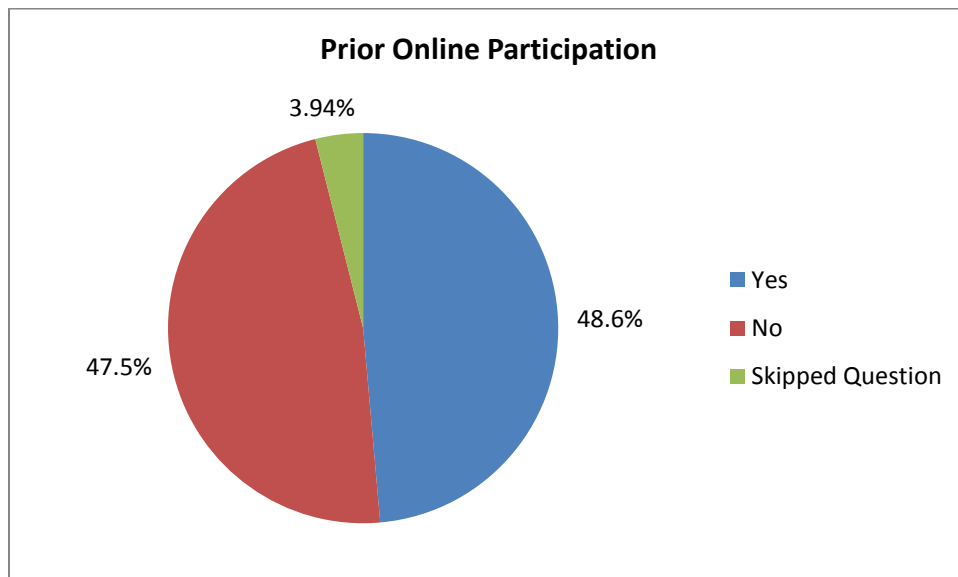
Respondents Interested in Taking Online Classes

72% of respondents indicated interest in taking online training, while in 20% of respondents are not interested.



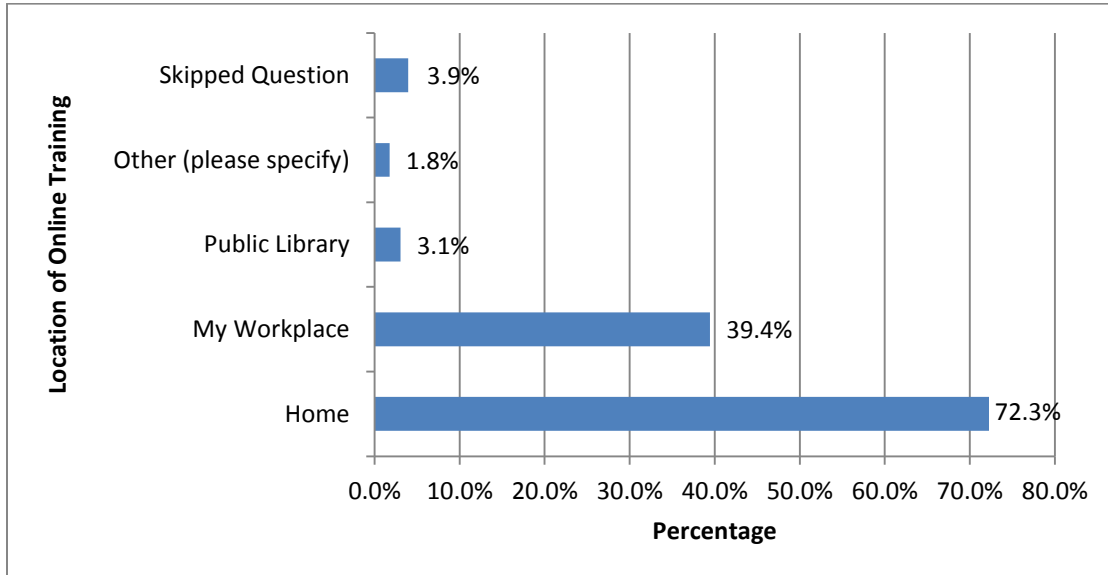
Respondents Who Have Participated in Online Classes Previously

2014 shows us that 47.5% have never participated in an online training.



Where Respondents Would Like to Take Their Online Training Classes

Many of those wishing to take online classes would like to take them at home. This aligns with the previous responses of wanting to take classes in the evening or on a Saturday morning. The workplace is also a desired location for training for many. This may be due to limited internet access in some locations, a desire for staff to be trained together as a group on certain topics or lack of a computer with internet access at home.



Respondents Preferred Time of Day to Take Online Classes

Respondents indicated a preference for evening and Saturday classes regardless if they are in-person trainings or online. In 2012, the survey results show evenings and Saturdays as the preferred training times.

