

National Website and Hotline Project – Early Care and Education Consortium (ECEC) Listening Session Summary

On March 15, 2016 ECEC members from across the country participated in a listening session with the Administration for Children and Families to share their feedback, possibilities and recommendations for user friendly elements to consider in the design for the National Website and Hotline Design project.

National Website Discussion Questions

1. **Are there specific user friendly features that you recommend for the design of the national child care consumer education website? For example:**
 - **State specific licensing requirements;**
 - **Language supports other than English and Spanish;**
 - **Child Care Search by County (not just zip code);**
 - **Connections to Provider Social Media pages;**
 - **Parent sourced reviews of Child Care Providers**
 - User is able to log in and out and be returned to previous search information
 - Add provider QRIS status, suggest review of parent aware.org in MN, highest to lowest levels
 - Information on accreditation that providers have attained
 - I would recommend that it be a responsive design so that users can access it from any device.
 - Providers by county, mobile device, and choice of languages such as Spanish, Vietnamese, and Arabic for non-English families. I would like to recommend that there be a link for any accreditations of the center and ratings by state systems.
 - Please also add information on provider's accreditation status and/or state quality rating.
 - Agree with access via smartphone. Easy steps in at least 5th grade reading level.

2. **Out of the recommended user friendly features mentioned earlier, what are those that you consider essential or should be prioritized to support the factors families use when selecting high-quality care? For example:**
 - **State specific licensing requirements;**
 - **Language supports other than English and Spanish;**
 - **Child Care Search by County (not just zip code);**
 - **Connections to Provider Social Media pages;**
 - **Parent sourced reviews of Child Care Providers;**
 - **Other**
 - I'm a little concerned about parent sourced. I understand why parents would like it. On YELP often people put a comment on the wrong center, not sure a federally funded site linked to something like that is a good idea.
 - We probably all have social media sites, just concerned about the reviews that may not be truthful. Unless a 3rd party verifies, concerned about directing providers to dangerous providers.
 - I think the most important needs are accessibility; language options including those of refugee populations, ease of use and 5th grade or lower reading level, responsive to multiple devices, etc.; and then the quality of centers such as accreditation/QRIS
 - State licensing reviews, accreditation status, participation in state QRIS

- Rating from state and other accreditations, age groups that care is provided for, types of services that may be available (EI, Subsidized care, etc.)

3. Providers may want to use the website as a way to increase the visibility of their program and services.

What kinds of information should providers be able to include on the National Website that would help both themselves and parents? For example:

- **Fees and Costs**
 - **Vacancies**
 - **Program Pictures**
- Concerned about vacancies and other information becoming outdated. Ensure that all information is the most current.
 - From a provider perspective – include the provider’s response to the licensing citation.
 - Hours of operation, tuition rates, what forms of parent cost support such as scholarships or subsidies they accept, the philosophy of the program, licensing, quality rating, etc.
 - Licensed/Pricing/Philosophy/Mission
 - Accreditation status, QRIS rating, age range served by program, accept child care assistance
 - Waitlist information and when a family should visit the provider if they are interested in enrolling a child
 - Accreditations, types of care, tuition assistance, hours of care, ability to link website to informational section
 - Links to provider website

4. Please identify any specific barriers and/or opportunities to the implementation of a national consumer education website that would assist us as we enter the design phase.

- Barriers: marketing it so that it actually gets used, access both with tech and language; opportunities: a single landing place to help families get to the right place
- Will information entered by providers be verified?
- Language, ease of access

National Hotline Discussion Questions

1. Using your experience, what are the essential design features and protocol inclusions for a national parent complaint hotline that will connect users to a Lead Agency point of contact in States and Territories?

- Transfer to the appropriate people who can help, not just giving another number to call--that is a super frustrating thing for users
- Will there be a full intake that is then referred? Will service agreements be needed with all agencies? Since you will be a 3rd party.
- How will you know if the provider is a CCDBG recipient?
- You will need some well-trained folks on the hotline. Well versed in getting as much information as possible so they know where to send it. CO for example has county level reporting. Worry if

there is a truly valid complaint and it sits in the wrong place and the child is harmed, faith will break down.

- Law is somewhat related to DOD hotline. Be aware that staff made more calls than parents, training for staff should be included. Follow up with heads of Army, Navy, Air Force, and Marines who had to follow up. Corporate owners need to be in the loop when there is a call since they are responsible.
- Are you planning a mechanism for anonymous complaints?

2. Can you identify specific barriers and/or opportunities to the implementation of a national parent complaint hotline that would assist us as we design the hotline?

- Must figure out how to determine if a complaint was handled and not dropped. Biggest opportunity because so HHS doesn't become the poster child like the VA. Must be good record keeping so the follow through is documented.
- Biggest challenge is to get someone to pick up the phone – how to document that the message was received and acted upon. Don't have a good answer.
- Be quite specific about accountability chain. Hot topic when first begun – look at person above the person who answers the phone. Example - One of the military programs that ended up with President of US calling the Sec of the service. The political folks will need to be involved.