

Parent Aware
is helping Minnesota
children learn.
It's also helping
child care providers
stay in business.



Parent Aware Isn't **REGULATION**

Parent Aware Is VOLUNTARY. Parent Aware is not a mandated regulatory requirement. It is **100%** voluntary. The best practices are being adopted by the almost **2,900** Minnesota programs who have *volunteered* to participate.

Parent Aware Is About REWARDS. Early educators who choose to adopt kindergarten-readiness best practices are rewarded with quality improvement coaching, free and low-cost trainings and professional development and grants, Early Learning Scholarship business, higher Child Care Assistance Program (CCAP) rates, and marketing support. These Parent Aware-related rewards provide a significant boost to thousands of programs.

WHAT IS PARENT AWARE?



PROGRAM RATINGS. Parent Aware is a star-based ratings system that helps Minnesota parents find programs that are voluntarily adopting research-based kindergarten-readiness best practices. Parents use ParentAware.org to search online for rated programs that fit their needs and look for Parent Aware signs in their neighborhoods.

QUALITY IMPROVEMENT. Parent Aware quality improvement coaches and grants help willing programs adopt those best practices. Parent Aware coaches, who often have worked as child care providers earlier in their career, walk providers through every step of the process.

Parent Aware Is **WORKING**

Providers Report A **POSITIVE EXPERIENCE** With Parent Aware.

A January 2019 survey found that **86%** of fully rated providers reported a positive experience with Parent Aware rating. **81%** of those providers reported participating in the rating process was beneficial to their program and 88% found the coaching helpful.

Minnesotans Support **PARENT AWARE.**

A survey found that **96%** of Minnesotans agreed that “parents should have access to the best available information to help them find the best places for preparing children for kindergarten.”

Families of All Incomes **BENEFITTING.**

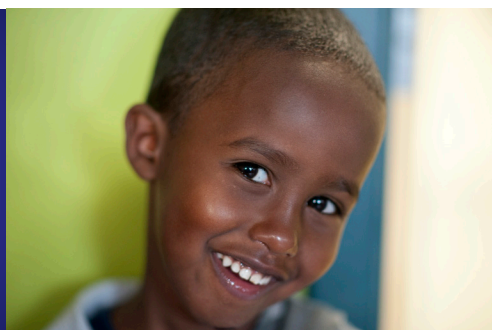
In 2018, more than **99,000** Minnesota children of all income levels benefitted from the use of kindergarten-readiness best practices in Parent Aware-rated programs.

Children MAKING GAINS. A rigorous evaluation found that Minnesota children in Parent Aware-rated programs are making significant gains in kindergarten readiness skills.

Parent Aware Is Easing The Child Care Shortage. According to data recently supplied by Think Small, home-based Parent Aware-rated programs across all parts of Minnesota are **more than twice as likely to have stayed in business** than non-rated programs.

Let's STRENGTHEN Parent Aware! We must invest in stronger Parent Aware-related rewards — coaches, grants, Scholarships, CCAP bonuses and marketing — to ease the shortage of high quality programs we see in some parts of Minnesota!

Parent Aware-rated family child care programs across all parts of Minnesota are twice as likely to have stayed in business than non-rated programs.



86% of childcare providers who volunteered to be rated reported a positive overall experience with Parent Aware.

Parent Aware Programs Are Helping Minnesota Kids

ALL CHILDREN In Parent Aware Programs



Making significant gains in K-readiness measures:

- Early math skills
- Phonological awareness
- Print Awareness
- Expressive vocabulary
- Executive function
- Social competence
- Persistence

LOW-INCOME CHILDREN In Parent Aware Programs



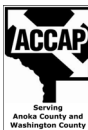
Making significant gains in K-readiness measures:

- Similar gains as the sample as a whole
- Plus greater gains than higher income children in:
 - » Phonological awareness
 - » Print awareness
 - » Executive function

Source: Independent third party evaluation of Minnesota programs conducted by Child Trends, 2016.



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