Oregon State University
Parent Needs Assessment

Online Survey

CONTACT:

Rebecca Elmore-Yalch
Senior Vice President
225 North 9th Street, Suite 200
Boise, Idaho 83702
P. (208) 364-0171
F. (208) 364-0181
byalch@nwrg.com

SUBMITTED BY:

ORC
Opinion Research Northwest

Executive Summary

Overview

A stated view of Oregon State University (OSU) and the student body is to make OSU's campus more accessible to faculty, staff, and students with family responsibilities. In collaboration with the Childcare Advisory Board, The Women's Center, and the Vice-Provost for Student Affairs Office, the Student Parent Advisory Board is developing a strategic plan to support parents on campus. A comprehensive research effort was undertaken to provide information to aid in the development of this research plan. This research was comprehensive and was comprised of four primary steps to support the desired outcome of a comprehensive needs assessment of parents at OSU and the extent to which existing services and programs are meeting those needs. This report documents the result of a quantitative survey of parents.

An on-line survey was conducted in November and December 2007. OSU sent an email to nearly 24,000 faculty, staff, and students with a link to the survey. A second e-mail was sent two weeks after the first mailing. A total of approximately 1,105 persons went to the link and slightly more than two out of five (43%) individuals who went to the link completed the survey. A total of 475 surveys were completed during a four week period between November 12 and December 7, 2007. Responses by key parent groups include: 188 from faculty parents, 176 from student parents, and 101 from staff parents.

Key Findings

Overview of OSU Families

The majority (73%) of OSU parents with children under the age of 17 are between the ages of 25 to 34 (34%) and 35 to 44 (39%).

- Student parents are significantly younger than faculty and staff parents with children under the age of 17. Over half (51%) of student parents are between the ages of 25 and 34; 11 percent are younger – between 18 and 24.

Most (88%) OSU parents have one or two children. Nearly half (45%) have one child or are expecting their first child. An additional 43 percent have two children.

- Respondents were asked to indicate the age(s) of their child(ren) starting with their oldest. Most OSU parents have children who are toddlers (between 12 and 23 months) or preschool age children (between two and four years). This is true regardless of their OSU affiliation. Over half (54%) have toddlers and 41 percent have preschool age children.

As would be expected, income varies significantly between faculty, staff, and student parents.

- Over half (51%) of student parents report a household income of less than $25,000 per year. The average (median) household income is $24,454. This could have a significant impact on their ability and willingness to pay for child care services and programs.

Four out of five (81%) parents share parenting responsibilities with someone living in their household.

- Six percent (6%) of OSU parents share parenting responsibilities with someone that does not live in their household. The balance (13%) are single parents.

Child Care Arrangements

Nearly three out of five (59%) report that a parent is at least one source of their child care. Twenty-four percent (24%) of OSU parents report that this is their sole source of care. Three out of four (74%) parents report that their children spend at least some time in child care.

- Three out of ten (31%) OSU parents report that their child(ren) are in a child care center – 11 percent at an OSU center and 20 percent at an off-campus child care center.
- On average, children in child care spend 22 hours per week in child care during the school year. They spend significantly more hours per week in child care during the summer – on average 35 hours.
- Infants spend the most time in child care weekly – 31 hours a week during the school year and nearly the same (30 hours) during the summer.
- Toddlers are the least likely to spend time in child care (41%). Moreover, toddlers in child care spend fewer hours per week in child care (14 hours during the school year). This may suggest that finding care for toddlers is difficult.

Overall parents are satisfied with the quality of care provided by their caregivers. Three out of five (60%) "strongly agree" and 27 percent "somewhat agree" that they are satisfied.

- Parents give their caregiver generally high ratings for quality of care – all received a mean rating greater than "3," the midpoint on the scale. Parents give the highest ratings for: safety of the environment and reliability. Parents are most critical of caregivers' understanding of their situation.

More than half (54%) of all OSU parents pay for child care. On average, OSU parents with children in child care spend $344.41 per child each month.

- Faculty members spend significantly more than staff and students per child - $417.80 compared to $290.69 and $296.34, respectively.
- Parents using an OSU child care center pay approximately 22 percent more per month for child care than do those using an off-campus center -- $493.71 per month compared to $405.53, respectively.

While affordable child care is listed as an issue for parents, the current costs for child care do not appear to be a significant problem.

- Analysis shows that the monthly cost for child care where parents see it as neither cheap nor expensive is $400 per month per child, slightly higher than the current amount they are paying.
- The point where the monthly cost is considered low is just under $300.00 per month. The point where it is considered expensive is approximately $525.00 per month.

OSU's On-Campus Child Care Centers / Programs

More than four out of five (82%) OSU parents are aware of one or more of OSU's child care programs.

- OSU parents are most aware of KinderCare – 64 percent aided awareness. Thirty-seven percent of all parents surveyed are aware of the Growing Oaks child care center.
- Thirty-six percent (36%) of parents are aware of the library drop-off program. This is relatively high as the program was launched in July 2007, four months prior to the survey.

Only one out of seven (14%) OSU parents use any OSU childcare program. Most use KinderCare (8%) or Growing Oaks (4%).

Three out of ten (30%) OSU parents have been on a waiting list for one of OSU's child care facilities. Given the low actual usage (14%), this would suggest that many parents do not get into the OSU facility of their choice.

- Overall, OSU parents who use OSU Child Care programs are satisfied with the programs. Two-thirds (66%) are "very satisfied" with an overall mean rating of 4.50 (on a five-point scale).

Personal Challenges and Experiences Facing OSU Parents

The most significant barrier facing OSU students is the shortage of time – nearly half (49%) of OSU parents say this is a major barrier to their success at work or in school. It is unlikely, however, that this is a barrier that is unique to OSU parents.

- Lack of child care solutions is rated as the second greatest barrier. This is significant among parents with infants.
- Lack of understanding shown by professors for student parents appears to be a greater issue than the lack of understanding showing by supervisors for faculty and staff parents.

All OSU parents agree that days when their children are off from school are the most challenging / stressful – 57 percent say it is stressful.

- However, it is a significant challenge / problem for faculty parents, single parents, parents with more than one child, and parents using child care that is off-campus.
- Finals week is a problem primarily for students – 75 percent of whom say this is stressful.
- Holidays, break periods, and summers are primarily an issue for staff parents – 47 percent of whom say these periods are stressful.

Specific times of the day do not appear to be as great a problem. The parts of the day that are reported as most challenging / stressful are afternoons (34%), evenings (33%), and early mornings (32%).

Parent Needs Assessment

Reflecting the overall title of the research, a major objective of this research was to identify the needs of parents on campus and key areas for targeting additional resources to support parents. To accomplish this objective, ORC-NW used a modification of its proprietary model for identifying critical customer needs (CSMPactor®). Parents were asked the extent to which 24 items were an issue for them personally. They were then asked to rate OSU in terms of how well they provide programs and services to support these issues.

Issues

"Placing a high value on a balance between work / school and family" is named as the single most important issue facing OSU parents today – 69% of parents surveyed say this is a major issue facing them personally. Like shortage of time mentioned earlier, this is not an issue that is unique to OSU parents. Other key issues include:

- Availability of health insurance for children – listed as a major issue by 66 percent of parents.
- Acknowledgement / understanding shown to student parents by professors – listed as a major issue by 59 percent of students. Faculty and staff parents feel that the acknowledgement / understanding shown to them by their supervisors is a major issue – listed as a major issue by 57 percent of faculty and 53 percent of staff.
- Availability of affordable child care – listed as a major issue by 56 percent of parents.
- Setting high standards for quality of child care services – listed as a major issue by 54 percent of parents.

Strengths / Weaknesses of OSU Programs / Services

OSU's greatest strengths in terms of their support of parents and their provision of programs and services to support parents are in four areas:

- Availability of health insurance for children – 63 percent of parents give OSU a positive rating.
- Acknowledgement and understanding shown by faculty and staff supervisors and, to a lesser extent, the acknowledgement and understanding shown by faculty members to student parents. Sixty-four percent (64%) of faculty and staff parents say that their supervisor acknowledges and understands their issues as parents. Only 40 percent of students respond in a similar manner.
- Setting high standards for quality of child care services – 61 percent of parents give OSU a positive rating.

OSU's greatest weaknesses (50% or more "poor" ratings) are in four areas. Students are more critical of OSU in all of these areas.

- The availability of breastfeeding / pumping rooms on campus receives the lowest rating of all services – 77 percent "poor." Ninety-two percent (92%) of parents with infants give OSU a "poor" rating for this service.
- Providing networking events for parents – 60 percent "poor."
- Availability of space for children in OSU's child care facilities – 50 percent "poor."
- Availability of child care for infants – 50 percent "poor."

Resource Allocation Recommendations

Overall parents agree that the top priorities for improvement should be:

- Placing a high value on balance between work / school and family,
- Acknowledgement / understanding shown by professors,
- Acknowledgement / understanding shown by supervisors,
- Overall availability of child care programs on campus, and
- Flexibility of child care options.

Specific parent groups have some additional priorities:

- Faculty parents would also like to see increased emphasis on setting higher standards for quality of care, increasing the availability of affordable child care, improvements to the handling of FMLA policies, and increased availability of child care that fits their schedules.
- Staff parents would also like to be made to feel more comfortable as a parent on campus and have more information about OSU's programs, services, and resources for child care.
- Finally, students would like to feel more comfortable as a parent on campus and see greater representation / advocacy for parents. In addition, they would like to have more additional information about OSU's programs, services, resources for child care.

Table of Contents

Contents

List of Figures

List of Tables

Project Overview

Background

A stated view of Oregon State University (OSU) and the student body is to make OSU's campus more accessible to faculty, staff, and students with family responsibilities. The Student Parent Advisory Board is collaborating with the Childcare Advisory Board, The Women's Center, and the Vice-Provost for Student Affairs Office to develop a strategic plan to support parents on campus. OSU already has a number of on-campus services in place and wants to determine how they are currently meeting the needs of parents on campus as well as determine future requirements for this part of their university body. Opinion Research Northwest (ORC-NW) was retained to develop and implement a comprehensive assessment of the needs of parents – student, faculty, and staff – on campus.

Overall Research Process

This research was comprehensive and was comprised of four primary steps to support the desired outcome of a comprehensive needs assessment of parents at OSU and the extent to which existing services and programs are meeting those needs:
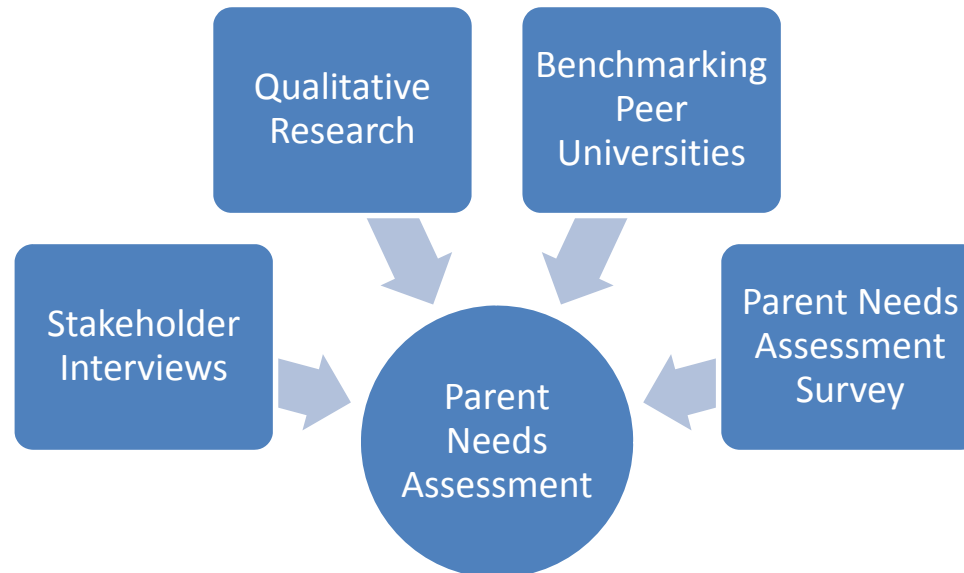
The first three steps are described briefly below:

1. The Stakeholder Interviews consisted of in-person one-on-one or small group interviews with persons on campus that are knowledgeable about and/or directly involved with providing services to parents at OSU. The Stakeholder Interviews were scheduled and arranged by the OSU Project Team. The purpose of these interviews was to provide insight into the final key objectives and desired outcomes from the research and to provide some guidance into the design of the survey questions.

2. Qualitative research was conducted using ORC-NW's IDetailing™ on-line forum. This research was conducted with a mix of faculty, staff, and student parents who were contacted by several methods to participate in this phase of the research. The purpose was to gain insight into key issues that should be included as part of the quantitative survey. A report from this qualitative research is available separately from this final survey report.

3. Benchmarking to determine how OSU compares with its peer institutions in terms of the extent and quality of support services provided to parents. A separate report provides the results of this benchmarking effort.

This report provides the results of the On-Line Survey of Parents.

Objectives --- Parent Needs Assessment Survey

The purpose of this study is to assess the needs of OSU parents in order to assist OSU in providing a greater level of service. The declared objectives are as follows:

- Identify and validate the size and characteristics of the parent population among faculty, staff and students at OSU.

- Determine the best way to utilize funds by effectively and flexibly meeting the needs, wants, and expectations of parents.

- Discover what resources are currently available and parents' awareness of them.

- Determine what resources students, staff, and professors currently use.

- Identify barriers which prevent parents from succeeding and discover how to remove them.

- Provide insight / information to aid in short- and long-range planning decisions concerning parents.

- Develop strategic initiatives that will respond to the needs of parents and provide insight into the facilities, programs, subsidies, advocacy, and other services / support needed to meet the needs of parents.

- Benchmark where OSU's services rank in relation to peer institutions.

Research Methodology – Parent Needs Assessment Survey

An on-line survey was conducted in November and December 2007. This data collection period was chosen because it represents the optimal schedule around the start and end of Fall Quarter and scheduled exams. The advantages of an on-line survey are that:

- It allows participation by a relatively large number of respondents.
- Participants can complete the survey when convenient.
- It offers the capabilities reach **all** faculty, staff, and students throughout the University.

OSU sent an email to all faculty, staff, and students with a link to the survey. The email invited parents to participate in the survey and additional screening questions verified that only parents completed the survey. The recruitment email was sent to 23,954 OSU students, faculty, and employees (staff) including:

- 1,044 Classified Employees,
- 1,091 Professional Faculty,
- 864 Instructors, Research Associates, and Research Assistants,
- 1,202 Professors, Associate Professors, and Assistant Professors, and
- 19,753 Students.

Those persons who did not respond after two weeks were sent an email reminder. A total of approximately 1,105 persons went to the link and slightly more than two out of five (43%) individuals who went to the link completed the survey. A total of 475 surveys were completed during a four week period between November 12 and December 7, 2007.

Of the 475 parents with children under the age of 17 associated with OSU and who responded to the survey, 188 were faculty members, 176 were students, and 101 were staff members.

- The overall ratio of faculty to staff in the general population at OSU is 55%:45%, respectively. The ratio of faculty to staff responding the survey was 65%:35%, respectively.

This difference could be a function of survey response rates or it may suggest that faculty members are more likely to be parents than staff. Finally, the higher response rates among faculty members may suggest that they are more likely to use or be interested in using OSU services and thus more likely to want to provide feedback.

Table 1: Parents in Final Sample

	Total	Percent
Faculty*	188	40%
Students	176	37%
Staff**	101	21%
Other	10	2%

* *Faculty includes professional faculty, professors, associate professors, and assistant professors.*

** *Staff includes classified employees, instructors, research associates, and research assistants.*

Questionnaire Design

To a large extent the questionnaire was designed based on input from the stakeholders and advisory groups on campus and feedback obtained through the qualitative research process. The survey questionnaire underwent Internal Review Board approval. The primary topics covered on the questionnaire included:

- Screening questions to ensure that the respondent was a parent and a faculty member, staff, or student at OSU
- Number and age of children in the household
- Current child care arrangements
- Personal challenges and experiences as a parent
- Child care issues and challenges parents face
- Quality of support services that OSU provides parents
- Use of and satisfaction with OSU's human resources department
- Respondent demographics

Following approval it was programmed for implementation as an on-line survey. This process allows for:

- Programming key skip patterns to ensure relevant questions are asked of key groups
- Rostering each child in the household by age and obtaining detailed information about each child in the household
- Randomization of the order of attitudinal questions to minimize response order bias

Overview of OSU Families

The families represented in the Oregon State University study are divided for the purposes of this study into three distinct types: students, staff and faculty. Although there are expected differences in the respondent type for age, education and income, there are many similarities in their family makeup, especially in race, number and age of children. Each type of respondent is reflected in the text and graphs below.

Parents' Age

The majority (73%) of OSU parents with children under the age of 17 are between the ages of 25 to 34 (34%) and 35 to 44 (39%). As would be expected, OSU parents are younger than the general population; 39 percent of all Oregonians 18 and older are in these age groups.

- Student parents are significantly younger than faculty and staff parents. Over half (51%) of student parents are between the ages of 25 and 34; 11 percent are younger – between 18 and 24. On average student parents are 33.1 years of age.
- Faculty parents on the other hand are older. Nearly half (46%) are between the ages of 35 and 44 and 30 percent are between the ages of 45 and 54. On average faculty parents are 41.4 years of age.

Figure 1: Age of OSU Parents by Primary Role at OSU
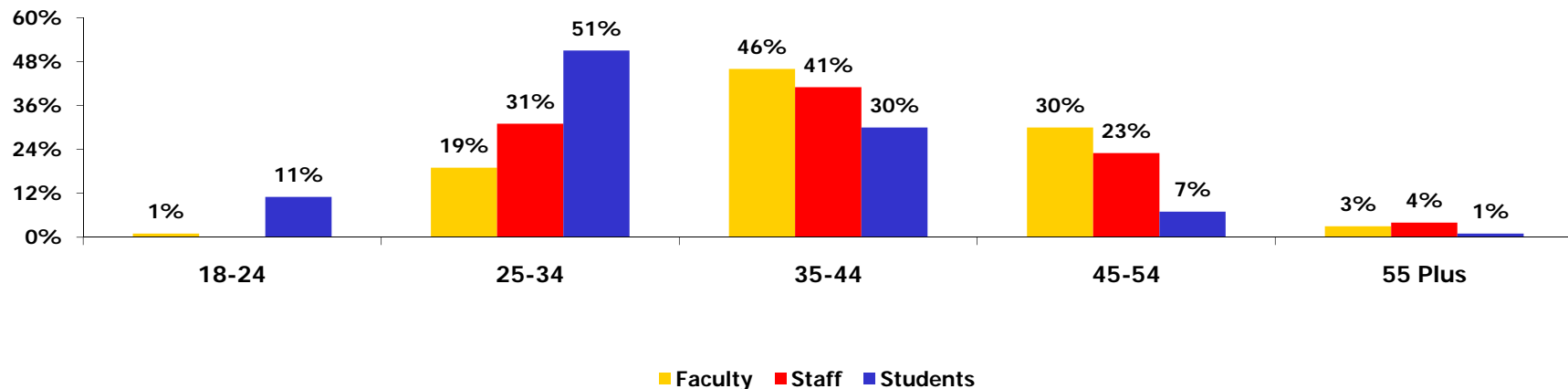
Base: All Respondents (n = 475)
Question AGECAT: *What is your age?*

Those expecting their first child or have 1 child are younger than those with two or more children.

- Nine percent (9%) of those expecting their first child or who have one child are between the ages of 18 and 24; 37 percent are 25 to 34. On average, this segment is 36.7 years of age.
  - While a relatively small cell size (n = 11), those expecting their first child are by far the youngest. Eighty-two percent (82%) are between the ages of 25 and 34 for an average age of 31.3.
- More than two out of five (43%) of those with 2 children and more than half (56%) of those with 3 or more children are between the ages of 35 and 44 compared to just 31 percent of those expecting their first child or who have one child.

Figure 2: Age of OSU Parents by Number of Children
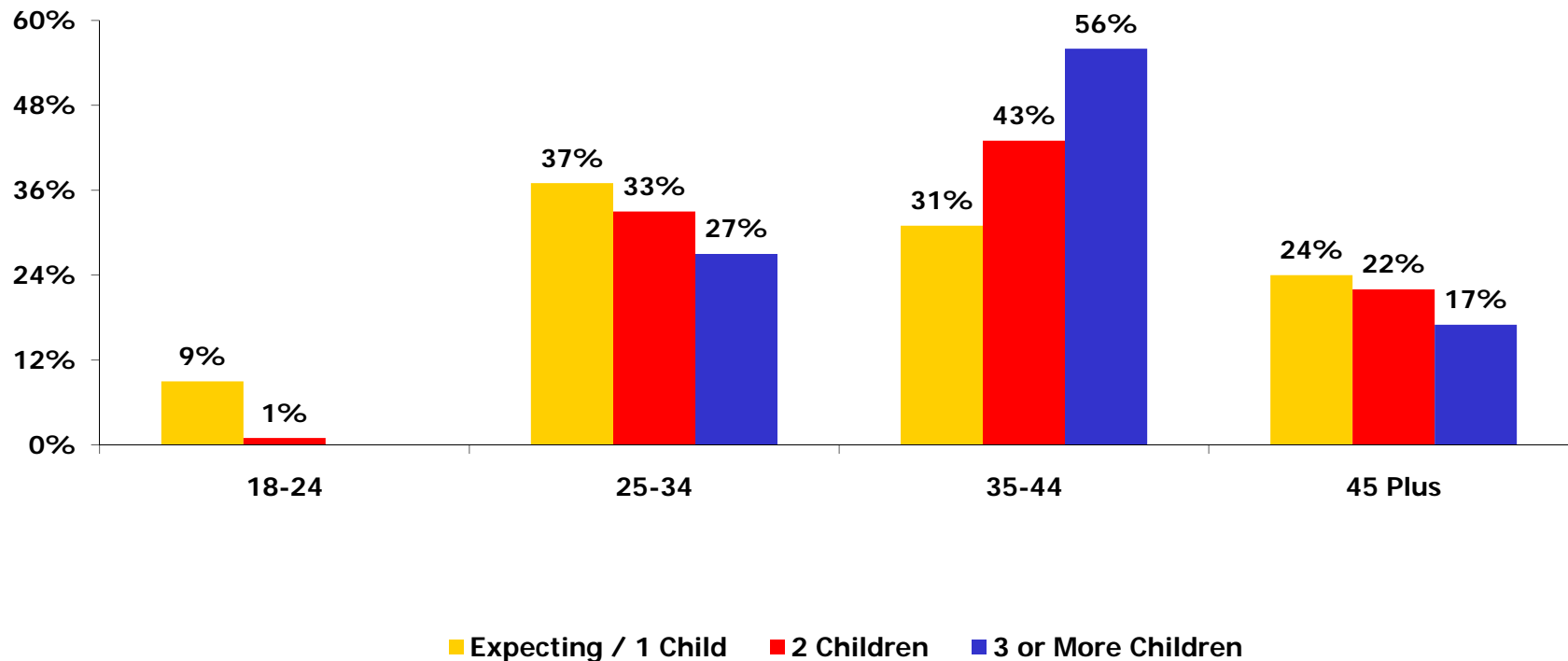
Base: All Respondents (n = 475)
Question AGECAT: *What is your age*?

Finally, those with infants are significantly younger than those with older children.

- Seven out of ten (70%) parents with infants are between the ages of 18 and 24 (18%) and 25 and 34 (52%). Their average age is 31.6 years.

Perhaps a surprise, those with toddlers are the oldest parents.

- Forty-four percent (44%) of those with toddlers are 45 years of age or older and 40 percent are between 35 and 44. Their average age is 42.4 years.

Figure 3: Age of OSU Parents by Age of Children
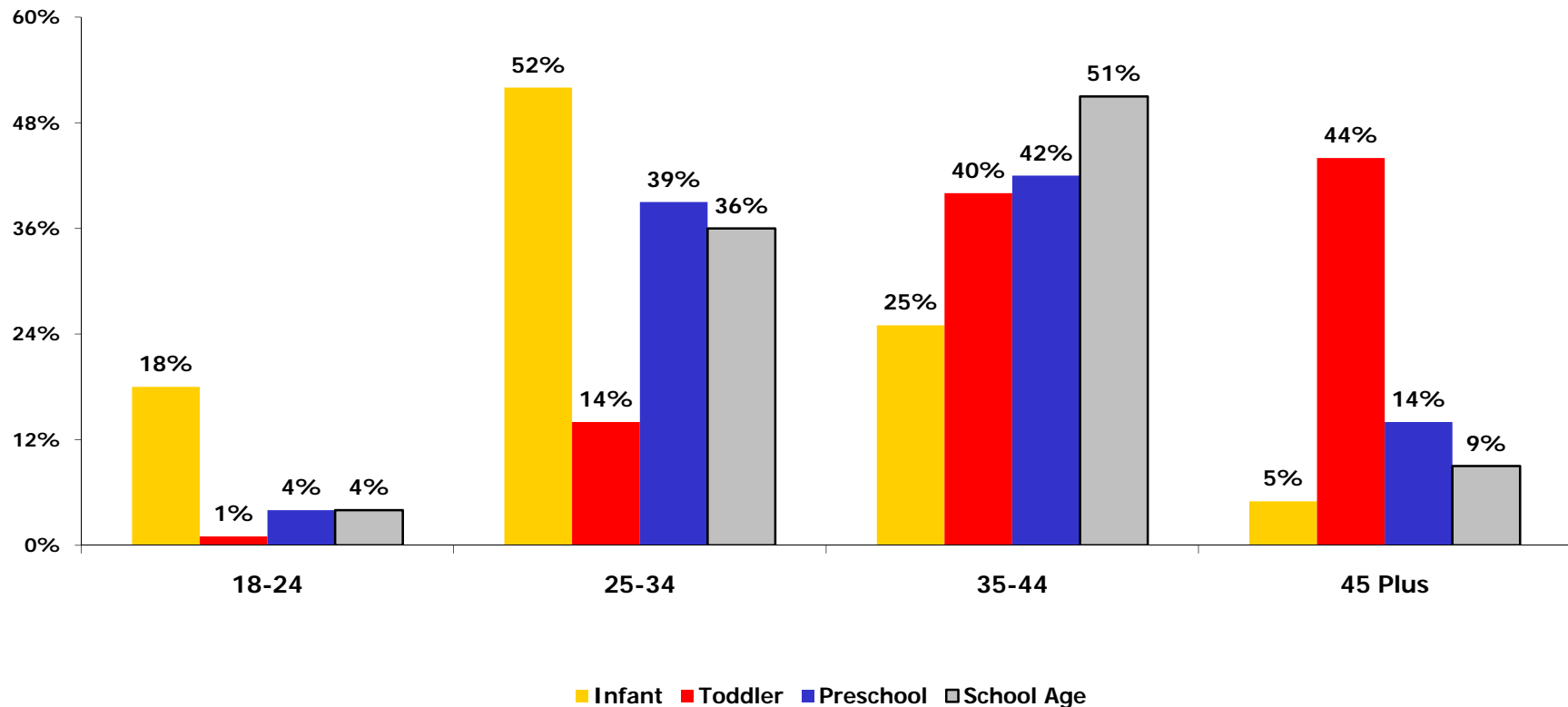
Base: All Respondents (n = 475)
Question AGECAT: *What is your age?*

Parents' Education

As would be expected, the level of education achieved by OSU parents varies greatly between faculty, staff and students.

- Nearly half (47%) of OSU faculty parents have a doctorate degree.
- Over half (52%) of OSU student parents are working towards a Bachelor's degree.
- More than one out of three (35%) student parents are in graduate school or have obtained a graduate degree. An additional 11 percent have a bachelor's degree and are either taking additional classes or are in a graduate program. Five percent (5%) of OSU student parents are in a PhD Program.

OSU staff parents are also relatively well educated. One-third (33%) have a bachelor's degree and 26 percent have an advanced or graduate degree. By comparison only 25 percent of all Oregonians have a bachelor's degree or higher.

Table 2: Educational Achievements of OSU Parents

	All OSU Parents	Faculty	Staff	Students
Doctorate Degree	22%	47%	6%	5%
Master's or Professional Degree	24%	34%	20%	16%
Some Graduate School	9%	5%	6%	14%
Bachelor's Degree	16%	11%	33%	11%
Some College	28%	3%	31%	52%
High School Degree or less	1%	-	3%	-
Other	1%	-	1%	2%

Question ROLE3: Please indicate your highest level of education? *Total may not add up to 100% due to rounding*
Base: All Respondents (n=475)

Parents' Annual Household Income

As would be expected, income varies significantly between faculty, staff, and student parents.

- Over half (51%) of student parents report a household income of less than $25,000 per year. The average (median) household income is $24,454. This could have a significant impact on their ability and willingness to pay for child care services and programs.
- Over half (55%) of faculty parents have a household income of $75,000 or greater. The average (median) household income for faculty parents is $79,942.
- Finally, the majority (67%) of OSU staff parents report household incomes between $25,000 and $75,000. Their median household income is slightly higher than Oregon's median household income – $59,375 for OSU staff parents compared to $55,923 for the state. (State data is taken from the 2006 American Community Survey; comparable updated data for Corvallis is not available at this time.)

Figure 4: Parents' Annual Household Income
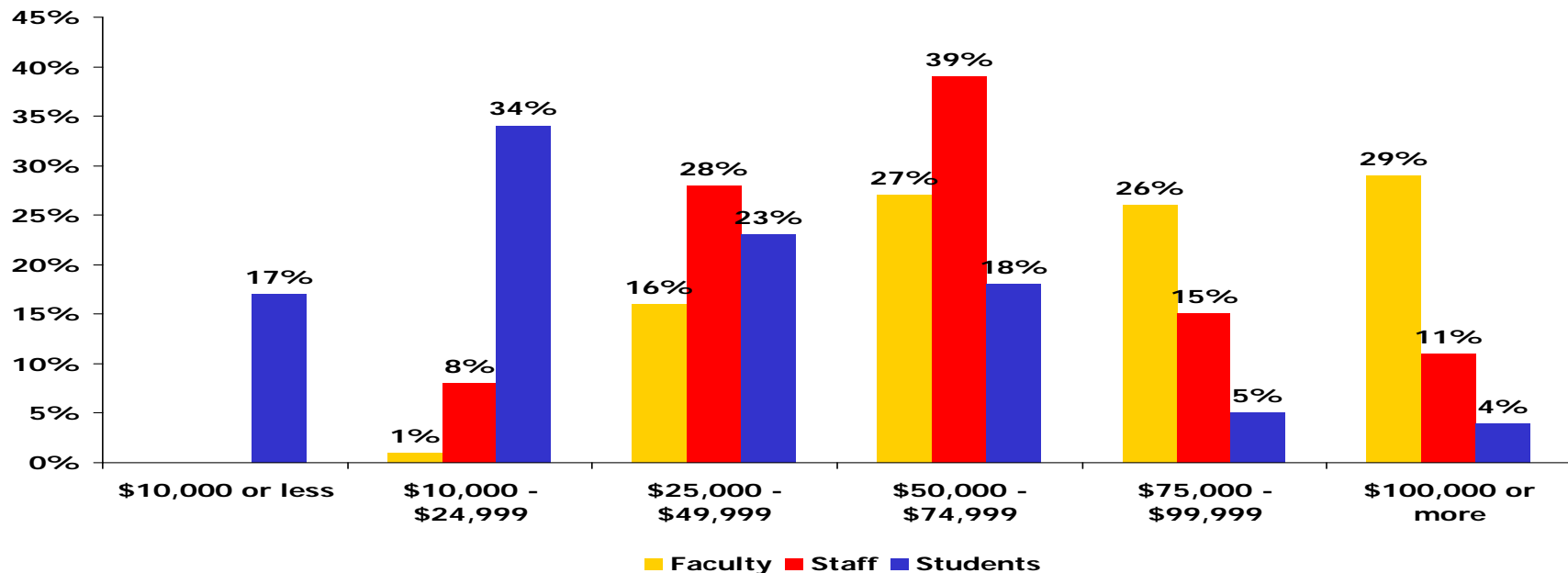
Base: All Respondents (n=475)
Question INCOMECAT: What is your total combined income before taxes of all members in your household during 2006? *Total may not add up to 100% due to rounding*

Parents' Race

The vast majority of OSU parents are Caucasian – 87 percent for all respondent types. This is consistent with Oregon demographics – 87 percent of all Oregonians are Caucasian.

- Ninety-two percent (92%) of the staff is Caucasian, greater than either of the other types.
- The largest non-white population among OSU parents is in the student population. Non-white students consist mostly of Hispanics (7%), Native Americans (6%) and Asians (4%).
  - Three percent (3%) of OSU student parents are international students; 10 percent of faculty parents are international.

Figure 3: Race of OSU Parents
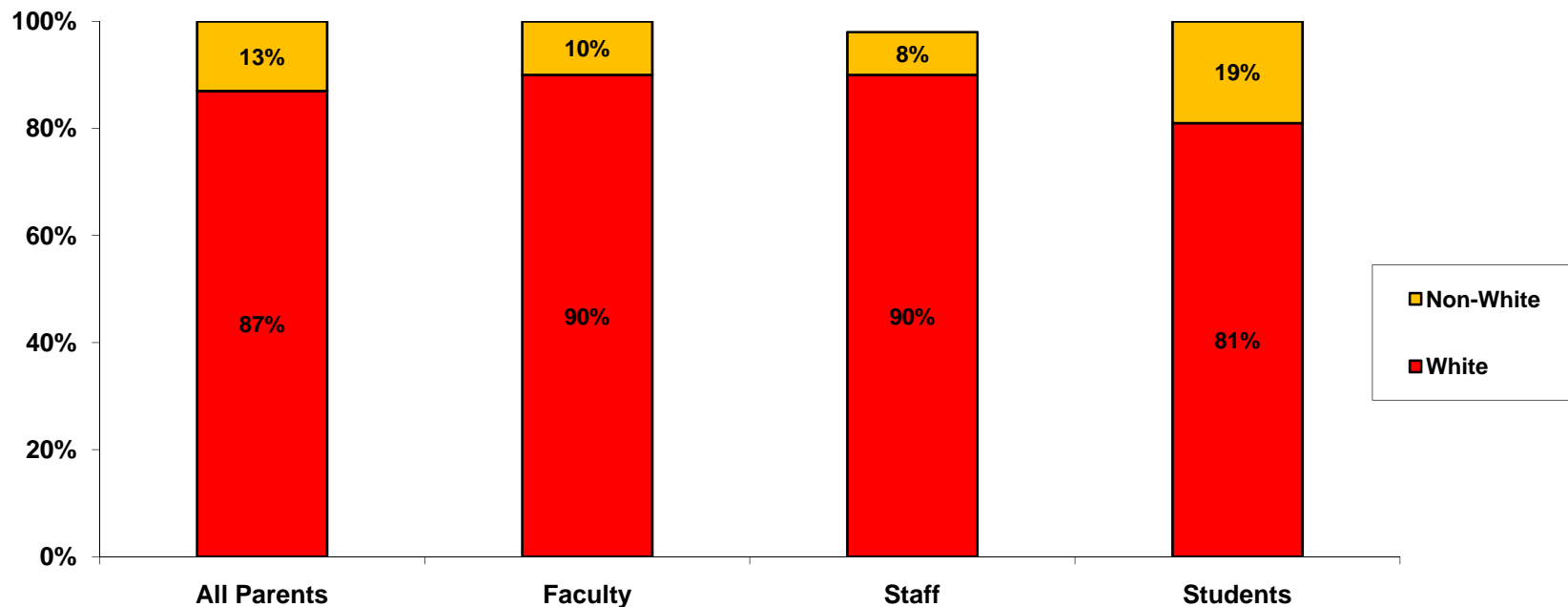
Base: All Respondents (n=475)
Question RACE1: What race and/or ethnicity do you identify with? Multiple responses allowed. If mention any race other than Caucasian, they are classified as non-white for the purposes of this analysis. *Total may not add up to 100% due to rounding*

Number of Children

Most (88%) OSU parents have one or two children. Nearly half (45%) have one child or are expecting their first child. An additional 43 percent have two children.

Interestingly, there are no statistically significant differences in the number of children among faculty, staff and students. There are, however, some other significant differences:

- Women are more likely than men to have one child – 48 percent compared to 31 percent, respectively.

Figure 4: Number of Children of OSU Parents
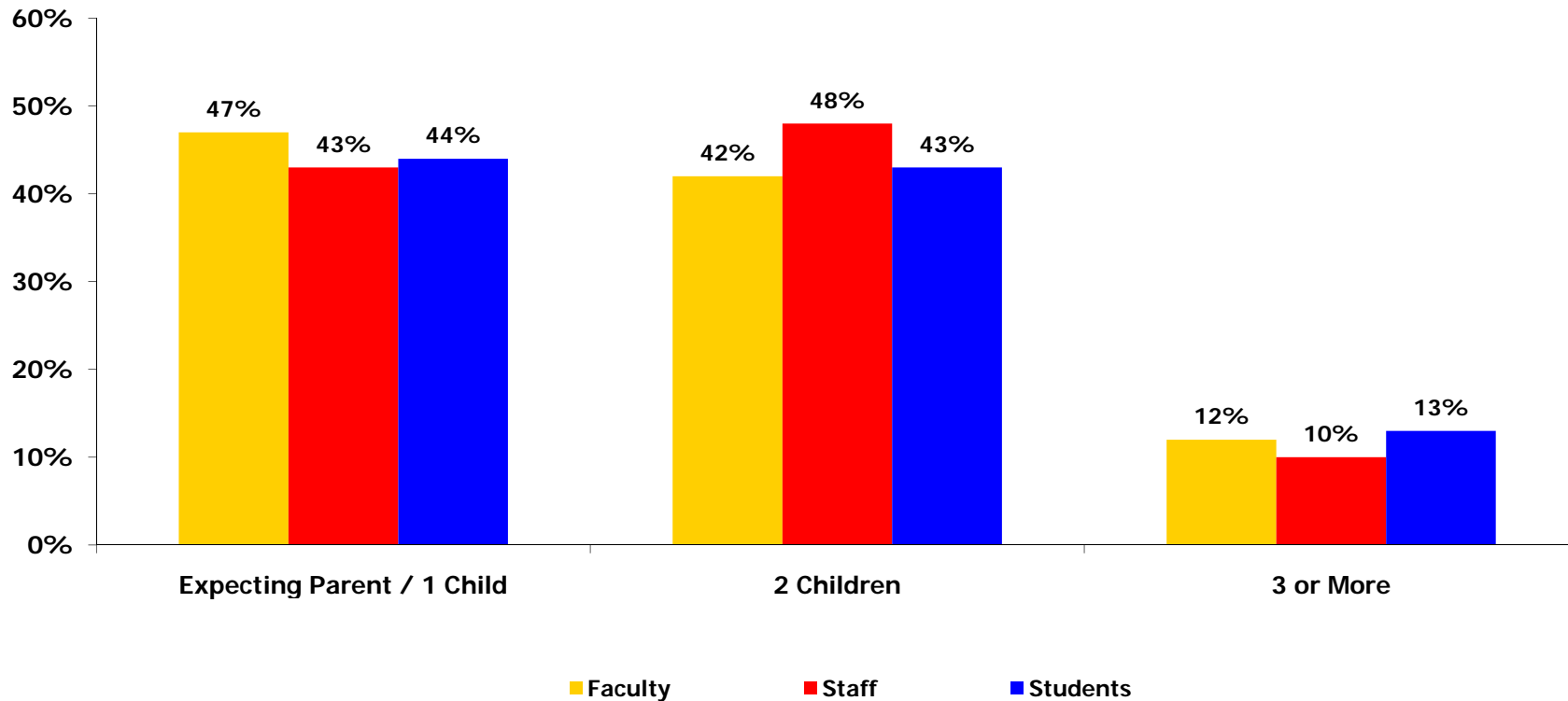
Base: All Respondents (n=475)
Question CHILD1: How many children do you have that are 17 or younger? *Total may not add up to 100% due to rounding*

Age of Children

Respondents were asked to indicate the age(s) of their child(ren) from their oldest to youngest. Most OSU parents have children who are toddlers (between 12 and 23 months) or preschool age children (between two and four years). Over half (54%) have toddlers and 41 percent have preschool age children.

- Staff parents are significantly more likely than students to say they have a toddler – 66 percent compared with 48 percent, respectively. They are also somewhat more likely than faculty to say they have a toddler – 66 percent compared with 53 percent, respectively. This difference, however, is not statistically significant.

Overall the mean age for OSU parents' child(ren) is 2.86 which is approximately two years and 10 months.

Figure 5: Age of Children by Position at OSU
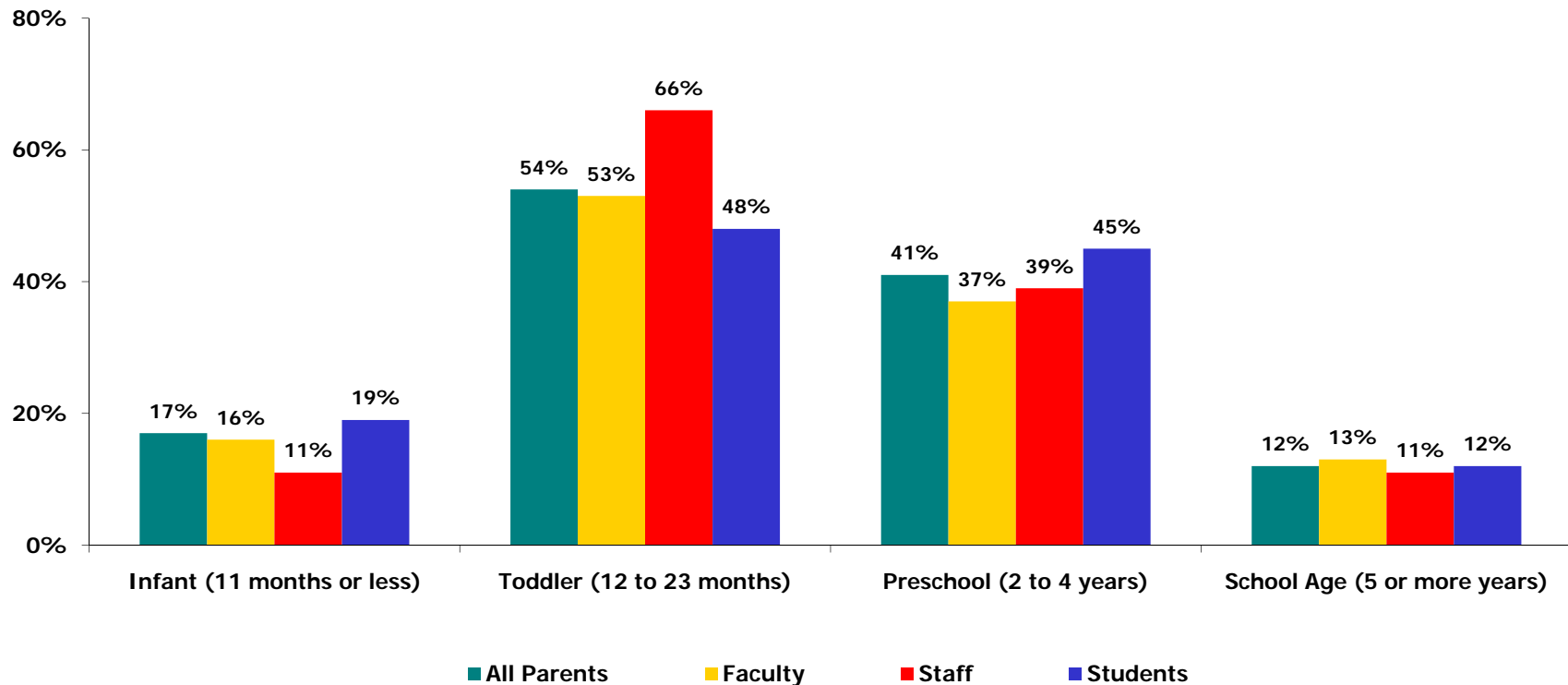
Base: All Respondents (n=475)
Question CHILD2: What is the age of your child / children?

There are significant differences in the age of children between those with one child and those with two or more children.

- Those with one child are most likely to have an infant (34%) or toddler (38%); however 24 percent have preschool aged children. The average age of their only child is 2.14 years – 27 percent are less than one year of age and 38 percent are between 1 and 2 years.
- Those with two children are most likely to have toddlers (63%) and preschoolers (54%). Only 4 percent of those with two or more children have infants. For those with two children, the average age of the first and oldest child is 3.1 years – 52 percent are 1 to 2 years old, 16 percent are 3 to 4 years, and 16 percent are 5 to 6 years old. Forty-one percent (41%) report that the age of their second child is between 1 to 2 years of age.
- Finally those with three or more children are most likely to have toddlers (78%) or preschoolers (53%). Twenty-four percent (24%) have school-age children; none have infants.

Figure 5: Age of Children by Number of Children
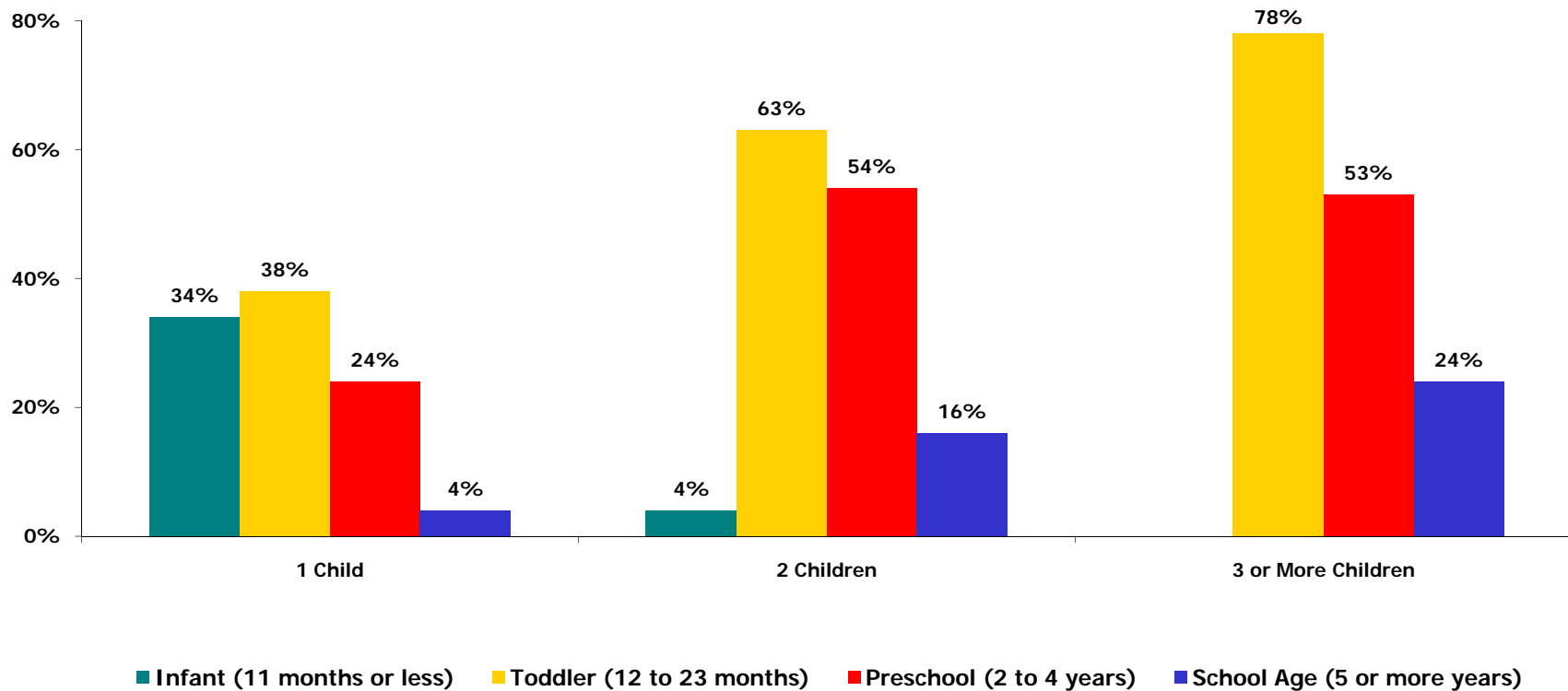
Base: All Respondents (n=475); Columns within segments sum to more than 100 percent for those with two or more children, reflecting their multiple responses.
Question CHILD2: What is the age of your child / children?

Current Child Care Arrangements

Overview

Respondents were asked a number of questions about the characteristics of their child care arrangements for each of their children. In some instances, data reported below represents the response / characteristic of the parent. In other instances, it represents the characteristics of the individual children.

Sharing Parenting Responsibilities

Respondents were asked if they shared parenting responsibilities with another person. Those sharing responsibilities were asked a follow-up question to determine if that person lived in their household.

Four out of five (81%) parents share parenting responsibilities with someone living in their household.

- Faculty parents are somewhat (p < .10) more likely to share the parenting responsibility with someone in their household.

Six percent of OSU parents share parenting responsibilities with someone that does not live in their household. The balance (13%) are single parents.

- Nearly one out of five (18%) OSU students are single parents.

Single parents are more likely to be:

- Female – 17 percent of the women surveyed are single parents compared to 5 percent of the men. On the other hand, 9 percent of the men surveyed share parenting responsibilities with someone else but they do not live with that person compared to just 4 percent of women.
- Parents of toddlers – 20 percent of those with a toddler are single parents.
- Less affluent – half (50%) of those that are single parents have household incomes under $25,000.

Figure 5: Sharing Parenting Responsibilities

Shares Parenting Responsibility / Person Not in Household
6%

Single Parent
13%

Shares Parenting Responsibility w/ Someone in Household
81%
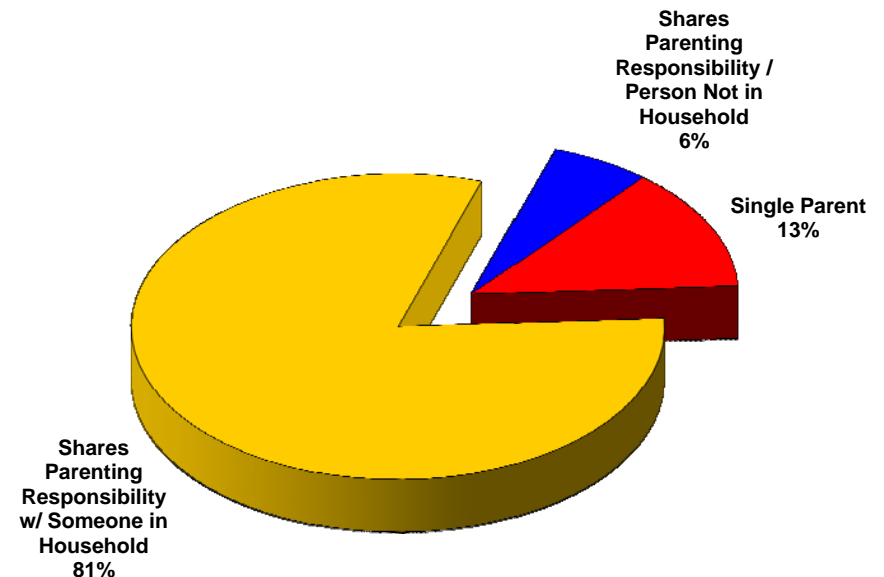
Question YOU2A: Is there another person that shares parenting responsibilities with you?
YOU2B: [IF Yes to YOU2A] Does that person live in your household?
Base: All Respondents (n = 475)

Nine out of ten (90%) OSU parents report that their children live with them full time.

- Ninety-four percent (94%) of students, 90 percent of staff members, and 87 percent of faculty parents report that their children live with them full time.
- Those with three or more children are somewhat less likely than those with fewer children to say their children live with them full-time – 15 percent of those with three or more children say that their children do not live with them, full-time compared to 7 percent of those with two children and 8 percent of those with a single child.
- Nearly all (99%) of those with infants say their child lives with them full-time. On the other hand fewer (87%) parents of toddlers say that their child lives with them full-time.

Figure 6: Amount of Time Child(ren) Live With Parent

Not at All
2%

Part-Time
8%

Full-Time
90%
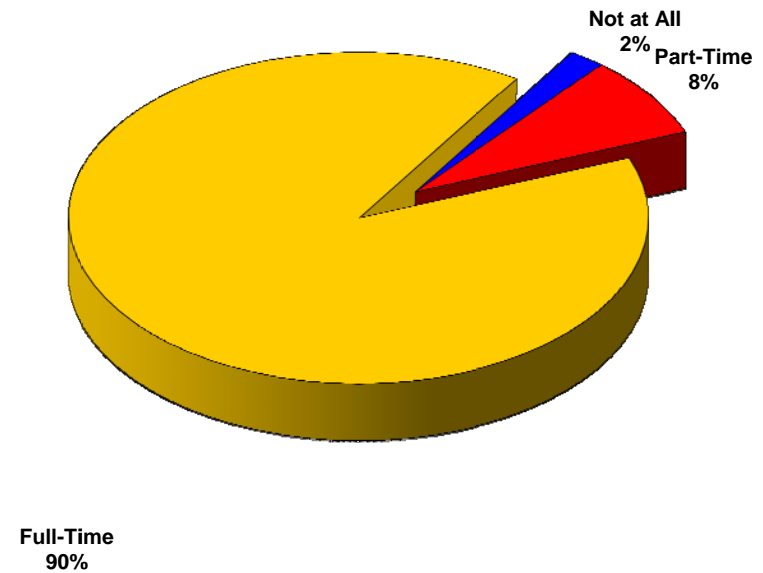
Question CHILD3: What portion of the time do / does your child live with you…?
Base: All Respondents (n = 475)

Type(s) of Child Care Arrangement(s)

The majority (72%) of parents have multiple sources for child care during the school year.

Nearly three out of five (59%) report that a parent is at least one source of their child care. This is notable for men – 72 percent of whom say that a parent provides child care compared to 51 percent of women. Twenty-four percent (24%) of parents report that this is their sole source of care.

- This is notable for students. Two-thirds (68%) of students say that a parent is at least one source for their child care during the school year. Twenty-nine percent (29%) say that a parent is their only source of child care during the school year.

Three out of ten (31%) OSU parents report that their child(ren) are in a child care center – 11 percent at an OSU center and 20 percent at an off-campus child care center.

- Faculty members are the most likely to use a child care center – 15 percent use an OSU center and 18 percent use an off campus centers or 33 percent total using a child care center.
- Twenty-six percent (26%) of staff members use a child care center. However, they are more likely to use an off-campus center than an OSU center – 20 percent compared with 6 percent respectively.

Figure 7: Type(s) of Child Care Arrangement(s) Used by Role at OSU
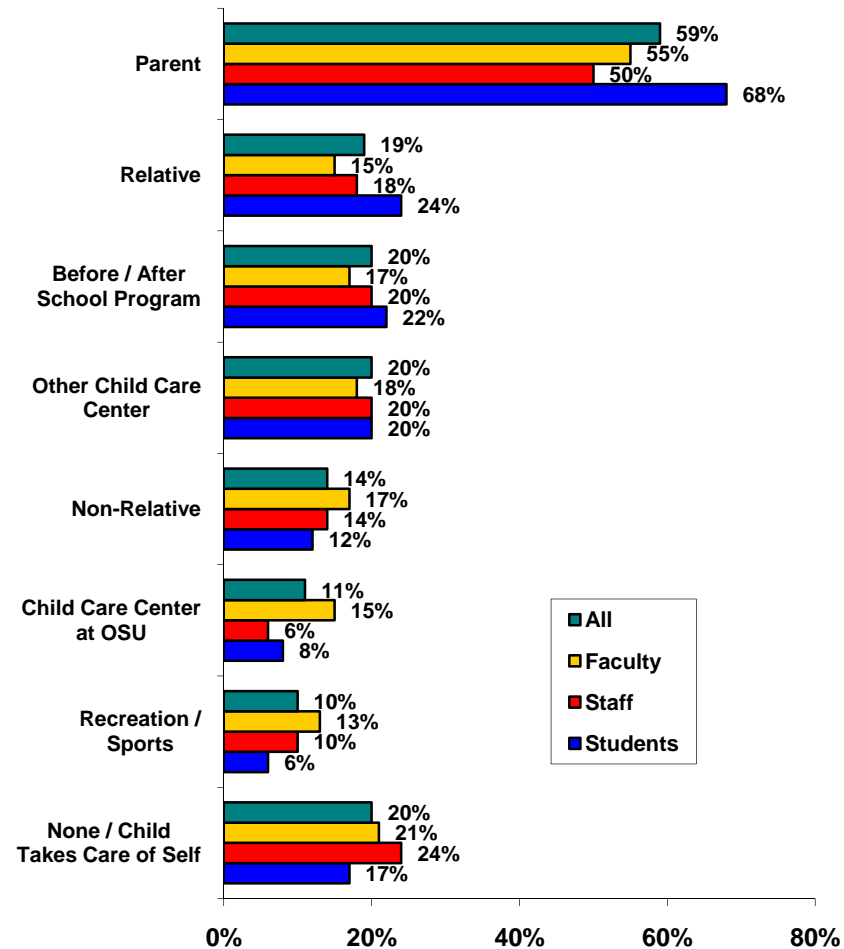
Question CARE1: During the school year, what type of child care do you use for each of your children?
Multiple Responses Allowed - Total may not add up to 100%
Base: Respondents with one or more child - excludes parents who are expecting their first child (n=463)

Not surprisingly, the type of child care arrangements used varies significantly by the age of the child.

Two thirds (67%) of parents of an infant say that a parent provides at least some of the care for that child. However, what is notable here is that 81 percent of parents of infants indicate that they have an additional source for child care.

- Nearly half of parents with infants (49%) use a child care center – 23 percent use one of the centers at OSU and 26 percent use another child care center.

Parents of preschool age children are the most likely to say they use a child care center. Nearly three out of five (59%) use a center – 27 percent at OSU and 32 percent off-campus.

Parents with school age children rely on before / after school programs (51%).

A surprising finding is the high percentage (50%) of parents reporting that they have a toddler who takes care of themselves. It is unlikely that the child is home alone. Rather it is likely that there is a parent present and child is playing independently. Subsequent findings are consistent with this.

Figure 8: Type(s) of Child Care Arrangement(s) Used by Age of Child
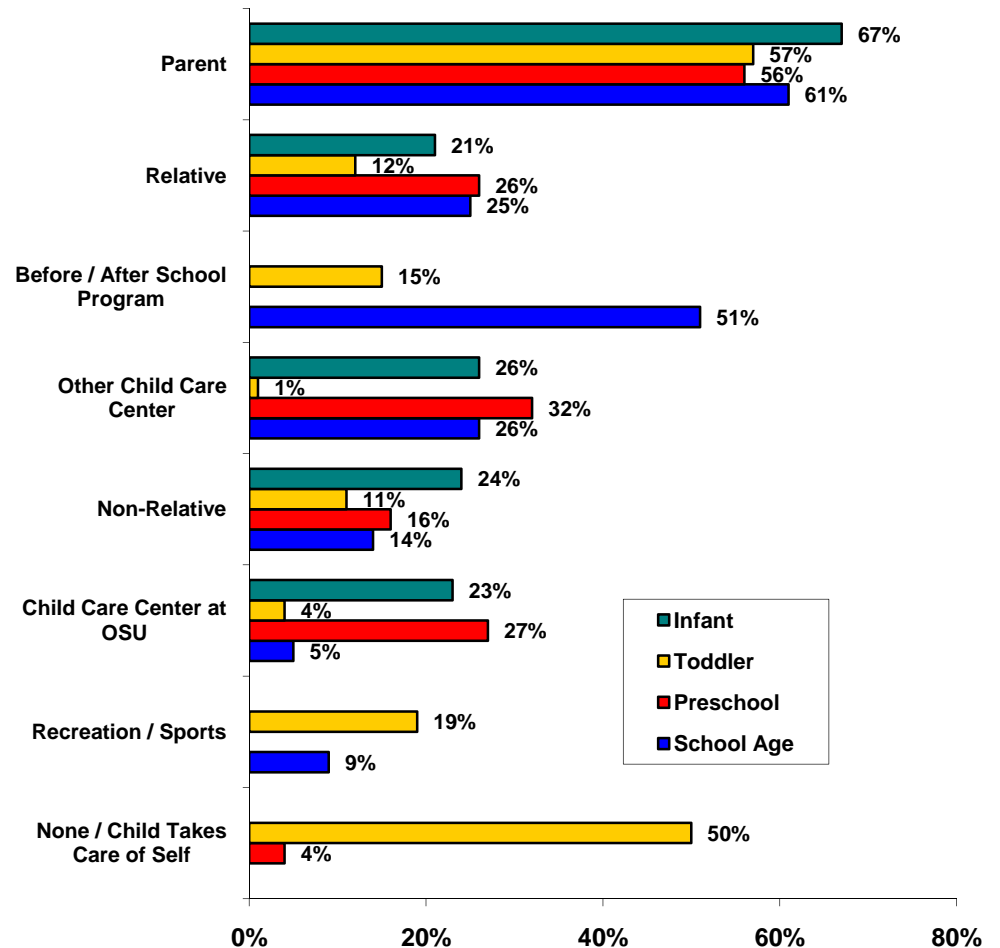
Question CARE1: During the school year, what type of child care do you use for each of your children?
Multiple Responses Allowed - Total may not add up to 100%
Base: Respondents with one or more child - excludes parents who are expecting their first child (n=463)

Amount of Time Spent in Child Care

Respondents were asked to indicate the average number of hours per week each of their children spend in child care.

Three out of four (74%) parents report that their children spend at least some time in child care. There are no significant differences between faculty, staff, and parents.

- Interestingly, female respondents are more likely than male respondents to say their children spend some time in child care – 77 percent compared to 67 percent, respectively, suggesting that male respondents who share parenting responsibilities with someone in their home, such as a spouse who is a stay-at-home mother, may have less need of outside childcare.

Consistent with the finding noted above, toddlers are the least likely to spend time in child care (41%). This may suggest that finding care for toddlers is difficult.

Figure 9: Percentage Spending One or More Hours / Week in Child Care
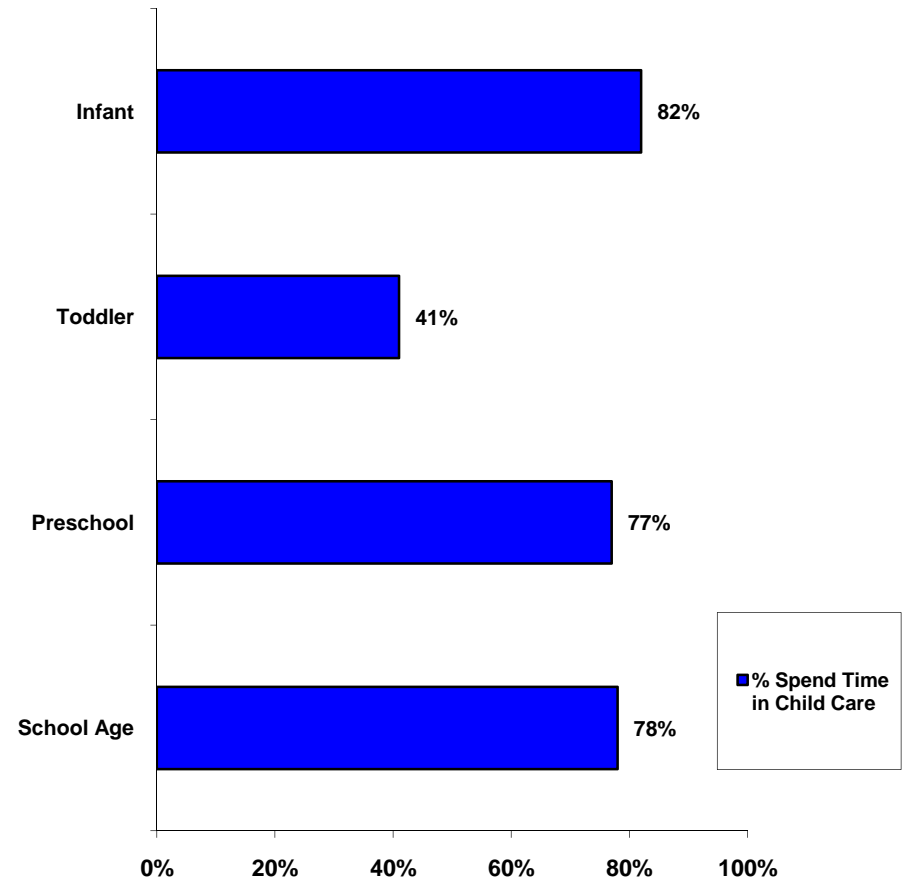
Question CARE1: During the school year, what type of child care do you use for each of your children?
Multiple Responses Allowed - Total may not add up to 100%
Base: Respondents with one or more child - excludes parents who are expecting their first child (n=463)

Number of Hours OSU Children Spend in Child Care

Nearly two out of five (38%) children do not spend any hours in child care during the school year. Overall children spend 13 hours per week in child care during the school year. Looking only at those that spend time in child care, the average number of hours per week spent in child care is 22 hours per week.

- There are no differences between faculty, staff, and students in terms of the percentage of children spending no hours in child care. Faculty and staff children that do spend time in child care spend significantly more hours per week in child care than do children of students.

Slightly more than two out of five (42%) children do not spend any hours in child care during the summer. Children who are in child care spend significantly more hours in child care during the summer months – on average 29 hours per week.

- Students are significantly more likely than faculty and staff to not require child care during the summer.

Table 3: Number of Hours Children Spend in Child Care by Role at OSU

	Faculty	Staff	Students
	School Year		
% None	37%	40%	38%
Average – all children	14.0	14.2	11.9
Average – those that spend time in child care	22.2	23.5	19.2
	Summer		
% None	36%	39%	49%
Average – all children	18.6	21.4	12.7
Average – those that spend time in child care	29.1	35.0	24.9

CARE3: On average how many hours per week does your child spend in child care during the school year and during the summer?

Base: Parents with one or more child – excludes parents expecting their first child (n=463)

Those with one child and to a somewhat lesser extent those with two children are more likely to have children spending time in child care than those with three or more children.

In addition, those parents with more children who do use child care report that their children spend fewer hours in child care. This difference is notable during the school year. While still present during the summer months, the difference is less dramatic.

This would suggest that the cost of child care with multiple children is a factor. In addition, those with three or more children are more likely to have school age children and therefore have fewer child care requirements.

Table 4: Number of Hours Spent in Child Care by Number of Children

	1 Child	2 Children	3 Plus Children
	School Year		
% None	31%	36%	49%
Average – all children	17.3	13.9	7.2
Average – those that spend time in child care	25.0	21.7	14.0
	Summer		
% None	36%	37%	56%
Average – all children	20.1	18.4	10.3
Average – those that spend time in child care	31.4	29.3	23.5

CARE3: On average how many hours per week does your child spend in child care during the school year and during the summer?

Base: Parents with one or more child – excludes parents expecting their first child (n=463)

As noted earlier, parents with infants, preschoolers, and school-age children are significantly more likely than those with toddlers to use child care. In addition, toddlers in child care spend significantly fewer hours in care during the school year than do other children.

- Infants and preschoolers who are in child care spend nearly the same amount of time in child care. Moreover, there is no significant difference in the number of hours they spend in child care between winter and summer months.

- As would be expected, school age children spend significantly fewer hours in child care during the school year. The number of hours spent in child care by school age children increases significantly during the summer months.

Table 5: Number of Hours Spent in Child Care by Age of Children

	Infant	Toddler	Preschool	School Age
School Year				
% None	18%	63%	21%	21%
Average – all children	25.5	5.1	23.6	15.7
Average – those that spend time in child care	31.0	13.9	29.9	19.7
Summer				
% None	25%	64%	28%	34%
Average – all children	22.23	10.6	20.4	20.0
Average – those that spend time in child care	29.5	29.3	28.3	30.4

CARE3: On average how many hours per week does your child spend in child care during the school year and during the summer?

Base: Parents with one or more child – excludes parents expecting their first child (n=463)

As would be expected, parents using day care centers during the school year all use the center.

- Parents using a non-OSU child care center are twice as likely as those using an OSU center to say that they do not use child care for the child in that center during the summer months. This could suggest that non-OSU centers are more flexible in allowing parents not needing care during the summer to not use the program without losing their spot.

Parents using an OSU Child Care Center report that the child in that center spends significantly more hours in child care during the school year than a child at a non-OSU child care center. This could again suggest that non-OSU child care centers may offer more flexibility in terms of hours notably for parents not requiring full-time care.

Table 6: Number of Hours Spent in Child Care by Type of Child Care

	OSU Child Care Center	Non-OSU Child Care Center
School Year		
% None	0%	0%
Average – those that spend time in child care	34.2	25.2
Summer		
% None	6%	12%
Average – those that spend time in child care	32.8	31.3

CARE3: On average how many hours per week does your child spend in child care during the school year and during the summer?

Base: Parents with one or more child using a child care center

Times of Day Use Child Care during School Year

Parents report that their children are primarily in child care during the school year during the day (59% of children) and after school (49% of children).

- There are no differences between faculty, staff, and students in terms of their use of child care during these times.

Students are more likely than faculty and staff to also report that their children are in child care in the evenings (24%) and/or on weekends (18%). This may reflect their need for child care to accommodate their class schedule.

Lack of availability of child care when needed is not a significant problem for most parents.

- Nearly two thirds (65%) indicate that there are no times of the day when they need child care and none is available.

Figure 10: Times of Day Use Child Care During School Year by Role at OSU
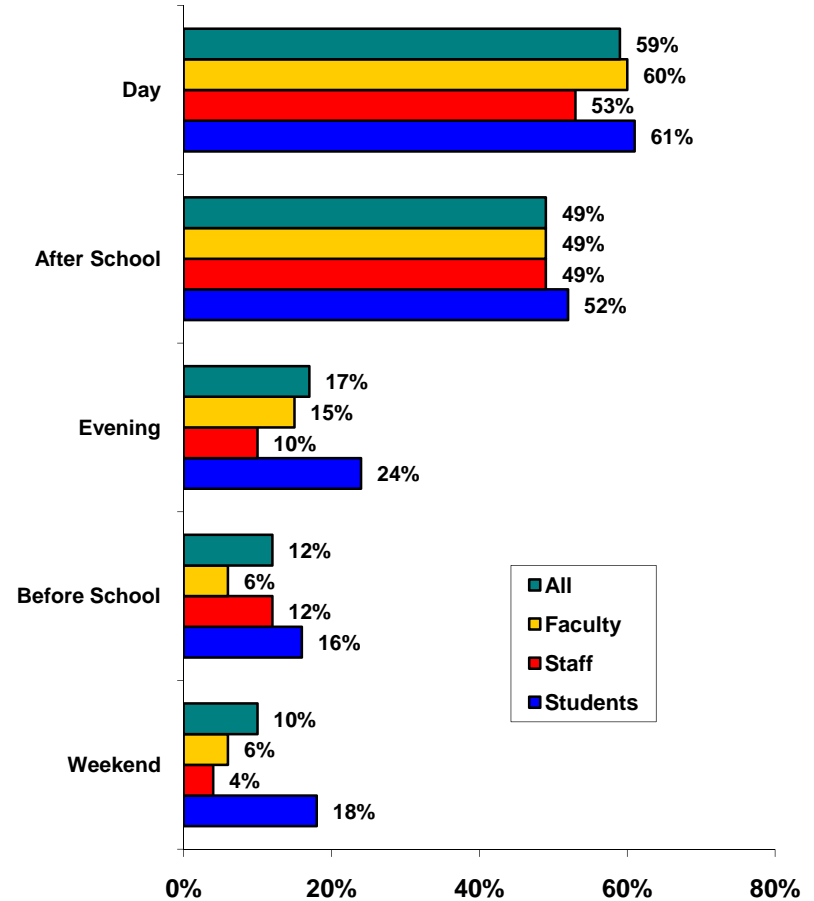
Question CARE5A: During the school year, which part(s) of the day do you use childcare?
Multiple Responses Allowed - Total may not add up to 100%
Base: Respondents with one or more child - excludes parents who are expecting their first child (n=463)

Infants and preschool children are primarily enrolled in child care during the day.

School age children are most likely to be in after school programs (61%). In addition, 25 percent of school age children are in a before school program.

Only 27 percent of toddlers are in day care during the day with a significant number in an after school program. Consistently the findings suggest that toddlers are not in traditional child care programs.

Figure 11: Times of Day Use Child Care During School Year by Age of Child
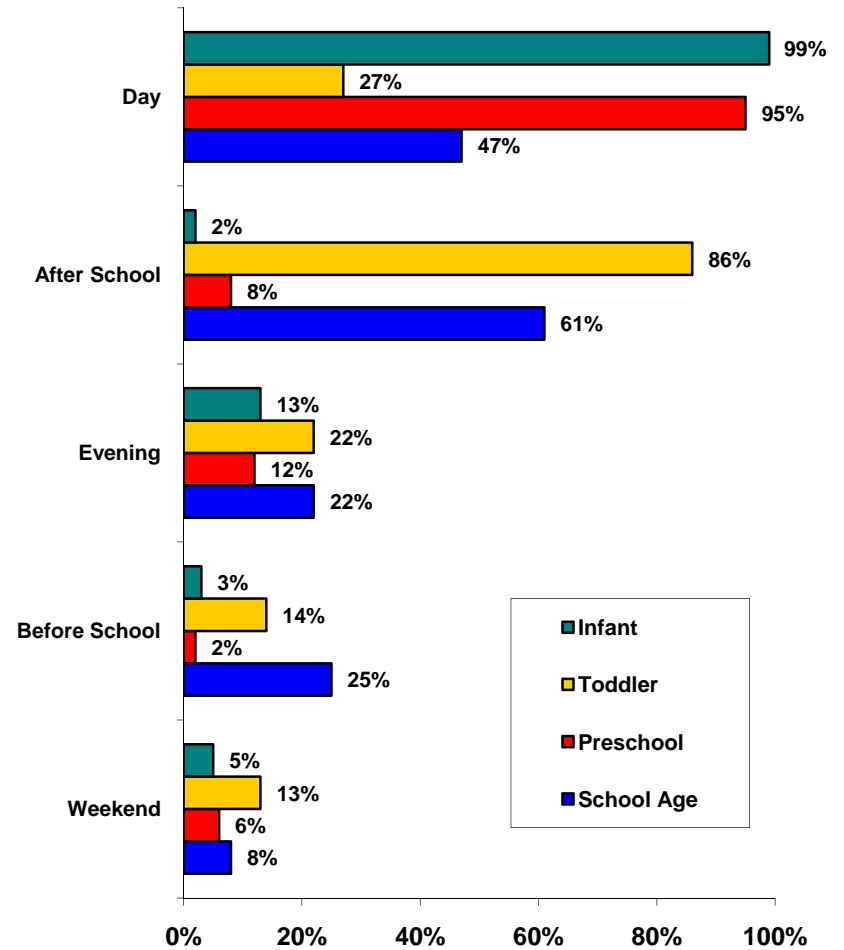
Question CARE5A: During the school year, which part(s) of the day do you use childcare?
Multiple Responses Allowed - Total may not add up to 100%
Base: Respondents with one or more child - excludes parents who are expecting their first child (n=463)

Nearly all (96%) children in an OSU child care center are there during the day. Some appear also to have some child care arrangements to support other times.

On the other hand, only 67 of those in non-OSU child care centers are in these centers during the day while 43 percent are in an after school program. This may reflect the age of children using non-OSU child care centers. In addition, it may reflect a service provided by these centers that is not available at OSU.

Figure 12: Times of Day Use Child Care During School Year by Child Care Center Used
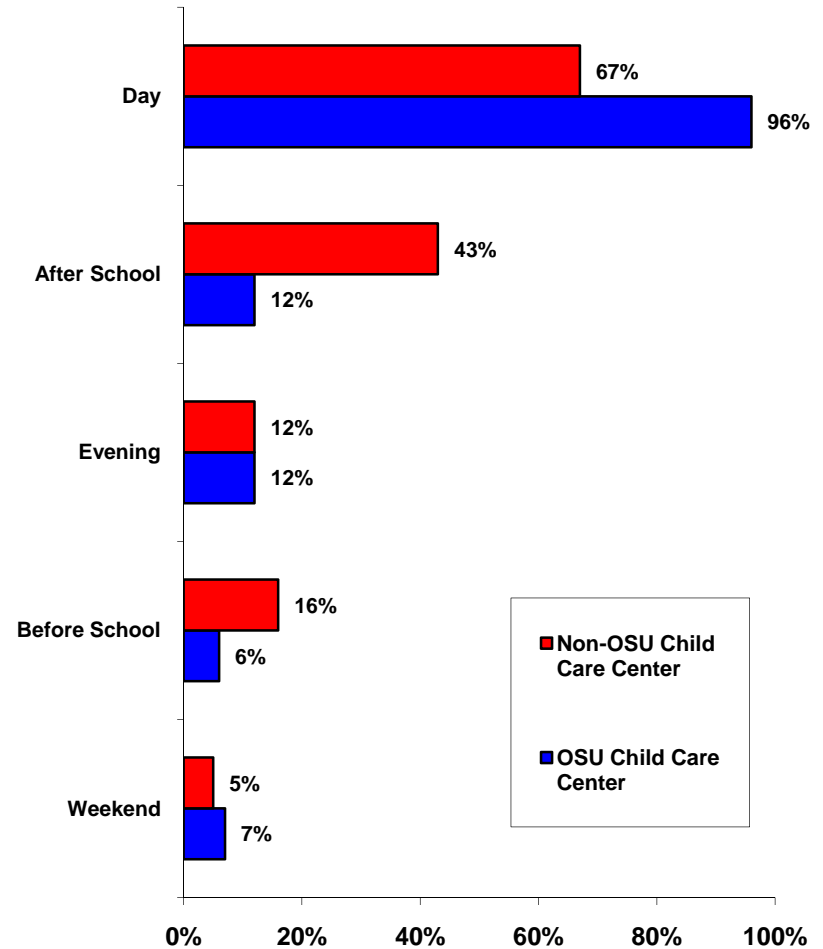
Question CARE5A: During the school year, which part(s) of the day do you use childcare?
Multiple Responses Allowed - Total may not add up to 100%
Base: Respondents with one or more child and whose child(ren) are in a child care center

Times children are in daycare varies by parenting role.

- Single parents and those who share parenting responsibilities with someone not living in their household are less likely than those with two parents in the household to use child care during the day.

- On the other hand, single parents and those who share parenting responsibilities with someone not living in their household are more likely to require after school care. This may reflect the fact that single parents have older children.

- Single parents and to a lesser extent those sharing parenting with someone not living in their household are also more likely than two parent households to use child care in the evenings and before school.

- Single parents also use child care on weekends while those who share parenting with someone not in the household do not. This would suggest that those who share parenting with someone not in their household get support for weekends and, to a lesser extent, before school care.

Figure 13: Times of Day Use Child Care During School Year by Parenting Role
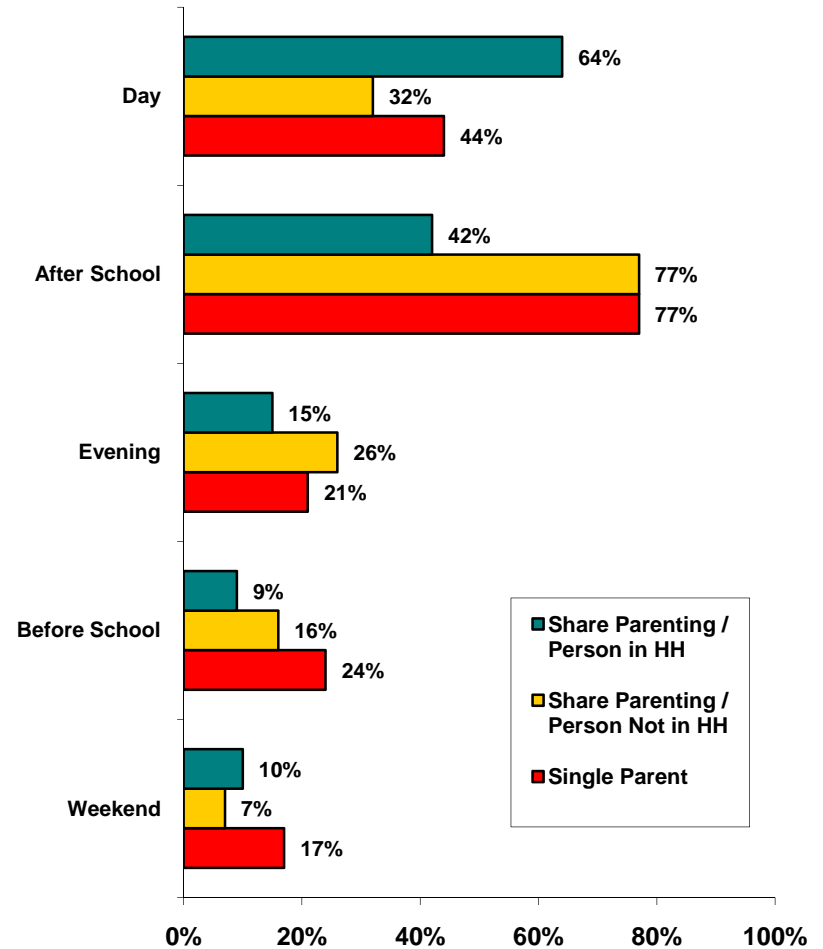
Question CARE5A: During the school year, which part(s) of the day do you use childcare?
Multiple Responses Allowed - Total may not add up to 100%
Base: Respondents with one or more child and whose child(ren) are in a child care center

Perceptions of Care Provided by Caregivers

Parents who use child care (n = 342) were asked to indicate the degree to which they agree or disagree with nine statements about the quality of care given by their caregivers. In addition, they were asked to indicate their overall satisfaction with and likelihood of recommending their caregiver. Responses were recorded on a five-point scale where "1" means "strongly disagree" and "5" means "strongly agree."

Overall parents are satisfied with the quality of care provided by their caregivers. Three out of five (60%) "strongly agree" and 27 percent "somewhat agree" that they are satisfied. The overall mean for this statement is 4.36 – well above the mid-point of "3."

Satisfaction is highest among:

- Faculty parents – the highest overall mean at 4.53
- Parents with infants – 74 percent "strongly" agree

Satisfaction is lowest among:

- Student parents – the lowest overall mean of 4.28.
- Parents with toddlers – only 47 percent "strongly agree" – and, to a lesser extent, parents with preschoolers – 54 percent "strongly agree."

Figure 14: Overall Satisfaction with Quality of Care Provided by Caregivers
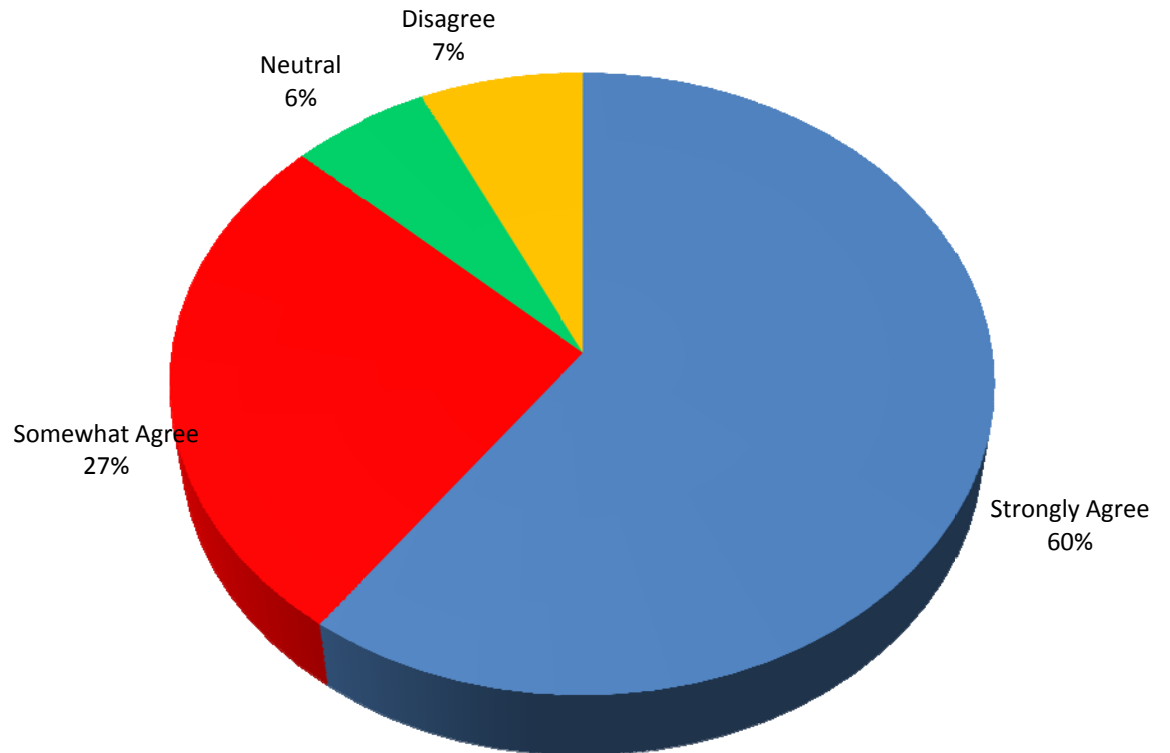
Parents gave their caregiver generally high ratings for quality of care – all received a mean rating greater than "3," the midpoint on the scale. Parents give the highest ratings for:

- Safety of the environment
- Reliability

While still high, caregivers are given somewhat lower ratings for:

- Skills
- Educational environment
- Affordability
- Flexibility

Finally, parents are most critical of caregivers' understanding of their situation.

- Only 34 percent of parents strongly agree with this statement. On the other hand nearly one out of five (20%) disagree.

Table 7: Overall Perceptions of Care Provided by Caregivers

My caregiver . . .	% Strongly Agree	Mean
Provides a safe environment	77%	4.62
Is reliable	76%	4.61
Is highly skilled	58%	4.29
Provides an educational environment	47%	4.14
Is affordable	42%	3.93
Is flexible	43%	3.87
Understands my situation	34%	3.72

There were relatively few differences in ratings among the different segments. Those that exist are described below:

- Parents using one of OSU's child care centers are more likely to agree that their caregiver is flexible. Over half (52%) of parents using OSU centers "strongly agree" with this statement compared with just 25 percent of those using an off-campus center.

- Parents with infants are the most likely to agree that their caregiver provides a safe environment – overall mean of 4.75 compared with 4.38 for parents with toddlers, 4.60 for parents with preschoolers, and 4.76 for school age children. The significantly lower ratings from parents with toddlers may explain in part why toddlers are less likely to be in child care. This may indicate a gap in available services for OSU parents.

- Parents with infants and school-age children give the highest ratings for the extent to which their caregiver understands their work / school / personal situation – overall means of 3.94 for parents with infants, 3.96 for parents with school-age children compared with 3.62 for parents of toddlers and 3.54 for parents with preschoolers.

Child Care Costs

Respondents were asked approximately, how much they currently pay per **month** for child care per child. Follow-up questions then probed the sensitivity of key segments to the cost of child care.

Average Amount Pay per Month for Child Care

More than half (54%) of all OSU parents pay something per month for child care. This is true for all parents.

On average, OSU parents with children in child care spend $344.41 per child each month.

- Faculty members spend significantly more than staff and students per child - $417.80 compared to $290.69 and $296.34, respectively.

Table 8: Monthly Child Care Costs by Role at OSU

	% Pay Nothing	Average All Children	Average Those That Spend Time in Paid Child Care
All Parents	46%	$185.67	$345.41
Faculty	43%	$238.33	$417.80
Staff	47%	$153.37	$290.69
Students	49%	$151.21	$296.34

CARE7: Approximately, how much do you currently pay per month for child care per child?
Base: Respondents have one or more children – does not include parents who are expecting their first child (n = 463)

Consistent with other analysis, those with toddlers are significantly more likely to not have their children in paid child care – 76% pay nothing for child care for their toddlers.

- In addition, in those instances where toddlers are in care, parents pay a significantly lower amount than for any other age group. This is consistent with the fewer number of hours toddlers spend in child care and the nature of that care.

Parents with infants in paid care pay significant more for that care – on average $530.40 per month.

- Parents with school-age children pay an average of $343.20 per month, potentially reflecting the part-time care required.

Table 9: Monthly Child Care Costs by Age of Child

	% Pay Nothing	Average All Children	Average Those That Spend Time in Paid Child Care
Infants	22%	$414.22	$530.40
Toddlers	76%	$51.00	$212.61
Preschoolers	24%	$316.40	$418.47
School Age	36%	$224.77	$343.20

CARE7: Approximately, how much do you currently pay per month for child care per child?
Base: Respondents have one or more children – does not include parents who are expecting their first child (n = 463)

Nearly all (99%) parents with children in a day care center report that they spend something on child care each month.

- Parents using and OSU child care center pay approximately 22 percent more per month for child care than do those using an off-campus center – $493.71 per month compared to $405.53, respectively.

While cell sizes are relatively small and care should be used in interpreting these results, it is possible to compare the differences in fees for the different age children for on-campus versus off-campus centers.

- **Infants**: 50 parents report having infants in a child care center. Slightly more (27) report having infants at an off-campus center. There is no difference in the amount paid by these parents for infant care: $580.59 at an OSU child care center and $579.81 for an off-campus center.

- **Preschoolers**: 87 parents report having preschool age children in a child care center. More (52) have them at an off-campus center than at an OSU center. Again, there is little difference between the fees paid at an OSU center – $494.11 – compared to an off-campus center – $482.21.

Table 10: Monthly Child Care Costs by Type of Child Care Center

	Average Those That Spend Time in Paid Child Care
OSU Child Care Center	$493.71
Non-OSU Child Care Center	$405.53

- **School-Age Children**: 17 parents report having school-age children in a child care center, with most (13) using an off-campus center. It is within this segment that the difference in fees begins to emerge – with those at an off-campus center paying $372.31 per month compared with $433.75 for on-campus care.

- **Toddlers**: Consistent with other findings that toddlers are less likely to be in child care, only 12 parents reported that their toddler is in a child care center. Those with toddlers in an OSU center (n=2) pay an average of $575.00 per month for care while those in an off-campus center (n=10) pay just $301.50.

As noted earlier, those with more children are less likely to have children in child care. Similarly, a greater percentage (59%) reports that they pay nothing for child care.

In addition, those with more children pay less per child in care.

- Those with a single child in child care pay an average of $425.63 per month. This amount may be higher than average as this segment is also more likely to have an infant.

- Those with two children pay an average of $327.87 per month or a total of $655.74 per month.

- Those with three or more children pay an average of $250.70 per month per child or $752.10 or more per month for care. Note that those with three or more children are more likely to have school-age children and hence may be paying for part-time care for these older children – hence the lower amount per month. On the other hand, it is likely that these parents may "shop" more for less expensive alternatives.

Table 11: Monthly Child Care Costs by Number of Children

	% Pay Nothing	Average All Children	Average Those That Spend Time in Paid Child Care
1 Child	37%	$267.11	$425.63
Two Children	44%	$183.57	$327.87
3 or More Children	59%	$103.64	$250.70

CARE7: Approximately, how much do you currently pay per month for child care per child?
Base: Respondents have one or more children – does not include parents who are expecting their first child (n = 463)

Child Care Price Sensitivity – Overview

The Von Westendorf Model for measuring Price Sensitivity was used to provide some insights into the range of acceptable prices for child care among OSU parents. This is a relatively simple but also reliable model for obtaining this information. The model requires asking four questions as follows:

1. Thinking about the quality of child care services you would like to receive, what do you feel is a reasonable amount, per month, you would pay for this quality of child care service? (VALUE Price)

2. What is the maximum amount you would be willing to pay per month to get the quality of child care services you would like to receive? [AS NEEDED: This is the amount where you would pay and be a bit unhappy but would not complain.] (EXPENSIVE Price)

3. At what amount would the cost of child care be so high that you would not be able to enroll your child in child care (TOO EXPENSIVE Price)

4. At what amount would the cost of child care be so low that you would question the quality of service you would be getting? (CHEAP Price)

Results from these questions are plotted and yield three critical measures:

1. Indifference Price: This is the price which parents would consider the monthly costs of child care services per child to be neither cheap nor expensive.

2. Optimal Price: This is price which represents the monthly cost for child care per child where resistance against the price is low.

3. Range of Acceptable Prices: Pricing within this range would be considered acceptable by most parents – that is, it would not be an undue burden.

The **Indifference Price** is that point where the plots for the reasonable or value price and what is considered expensive intersect. OSU parents are indifferent at a price of $400 per month per child. This is somewhat higher – 16 percent higher – than the average of $345.41 per month they currently pay.

Figure 15: Price Sensitivity Modeling – Indifference Price Point
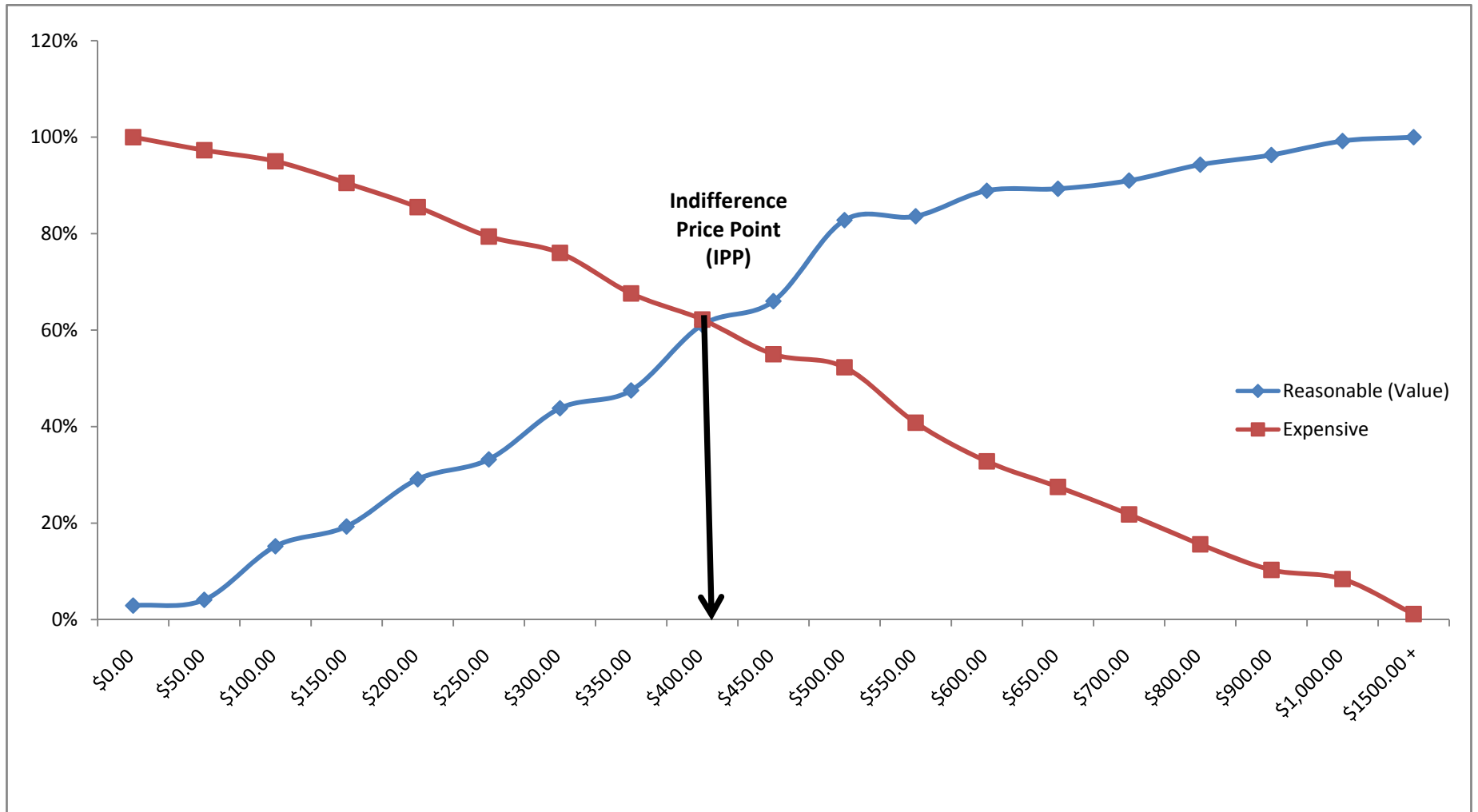
The Optimal Price for child care services among OSU parents is approximately $340 to $350 per month – nearly the same as the average amount currently paid ($345.41). The Optimal Price Point is below the Indifference Price, suggesting that there is stress in price consciousness – that is, parents are price sensitive.

Figure 16: Price Sensitivity Model Optimal Price Point
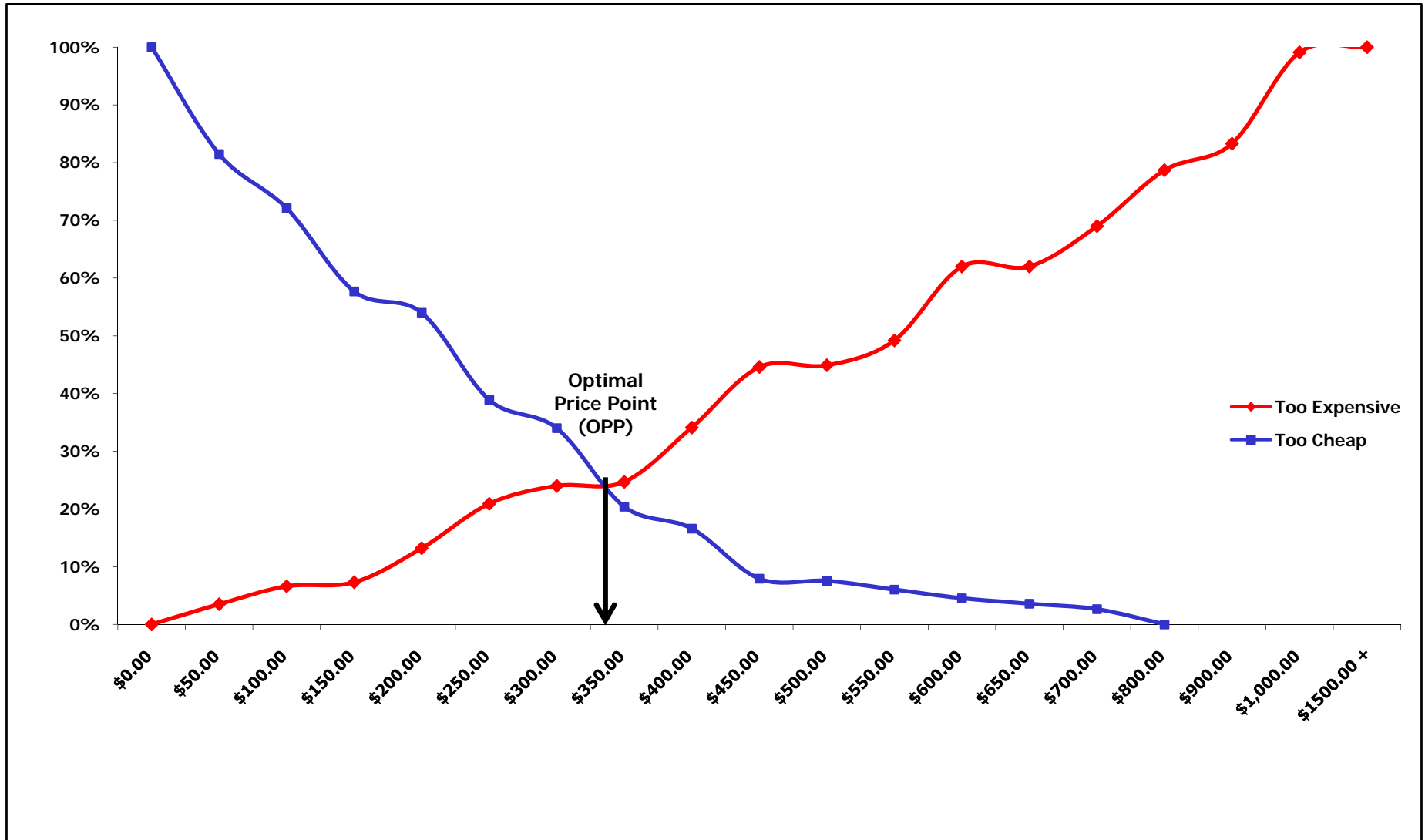
Finally, the distributions of all four questions are plotted. The point at which parents feel child care services would be so cheap they would question quality and what is a reasonable or value price is referred to as the "Point of Marginal Cheapness." Conversely, the monthly cost at which the number of parents feel the cost of child care is "too expensive" is the same as the number feeling it is "not expensive" is referred to as the "Point of Marginal Expensiveness."

- The Point of Marginal Cheapness" is just under $300.00 per month.
- The Point of Marginal Expensiveness" is approximately $525.00 per month.

The range of prices between these two points is the "Range of Acceptable Prices." Pricing at a point below this range is unlikely to generate greater demand for services and is likely to have a significant impact on revenue and profits. On the other hand, pricing above this point is likely to have a significant negative impact on demand. Moreover, the gain in revenue resulting from the higher fees is unlikely to offset the loss in customers.

Figure 17 Price Sensitivity Measure for Child Care Services
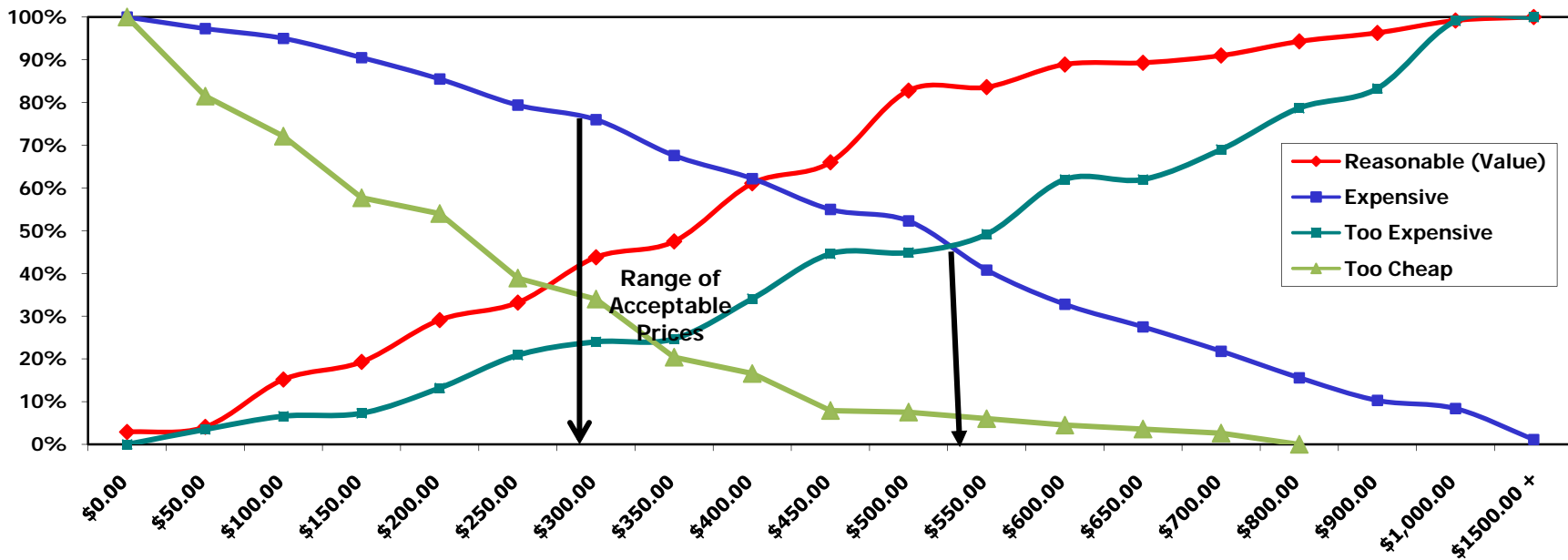
Overall Awareness

Respondents were asked to indicate which child care programs on OSU's campus they have heard of. An overall variable was created to capture if they were aware of any of the five programs listed – KinderCare, Growing Oaks, KidSpirit, Library Drop-Off, and Bates Early Childcare Program. Note because this was an on-line, self-administered survey, respondents were shown a list of available programs and asked to select all that apply. Hence this is an "aided" as opposed to an "unaided" measure of awareness.

More than four out of five (82%) OSU parents are aware of one or more OSU's child care programs. Awareness is highest among the following segments:

- Faculty – 93% aware
- Staff – 88% aware
- Women – 86% aware

Awareness is lowest among:

- Students – 31% not aware
- Men – 25% not aware

Figure 18: Overall Awareness of OSU's On-Campus Child Care Services
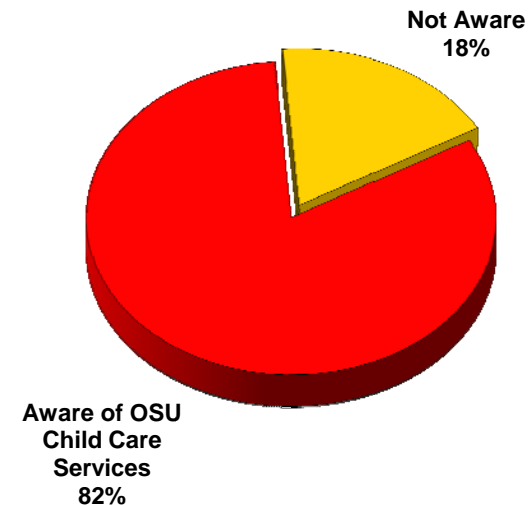
Not Aware
18%

Aware of OSU
Child Care
Services
82%

CAREAWARE: Which of the following child care programs on OSU's campus have you heard of?
Base: All Respondents (n = 475)

Awareness of Specific OSU Child Care Programs

OSU parents are most aware of KinderCare – 64 percent aided awareness. Awareness of KinderCare is highest among:

- Faculty and staff – 74% and 73% aware, respectively
- Parents of infants or expecting their first child – 72% aware
- Women – 68% aware

Nearly three out of five (59%) OSU parents have heard of KidSpirit, OSU's. Awareness of KidSpirit is highest among:

- Faculty and staff – 75% and 75% aware, respectively
- Women – 63% not aware
- Those with toddler and/or school-age children – 64%

Thirty-seven percent of all parents surveyed are aware of the Growing Oaks child care center. Awareness is highest among:

- Faculty member – 47% aware
- Parents of infants or expecting their first child – 43% aware
- Women – 42% aware
- Those who share parenting responsibilities – 39% aware
- Those with toddlers evidence the lowest awareness of the Growing Oaks program – 74% not aware.

Thirty-six percent (36%) of OSU parents are aware of the Bates Early Child Care Center. Awareness is highest among:

- Faculty – 50% aware
- Those with school-age children – 49% aware
- Women – 39% aware

The same percentage (36%) of OSU parents is aware of the library drop-off program. This is relatively high as the program was launched in July 2007, four months prior to the survey. Awareness of this program is consistent across all parent groups.

Figure 19: Awareness of Specific OSU's Child Care Programs
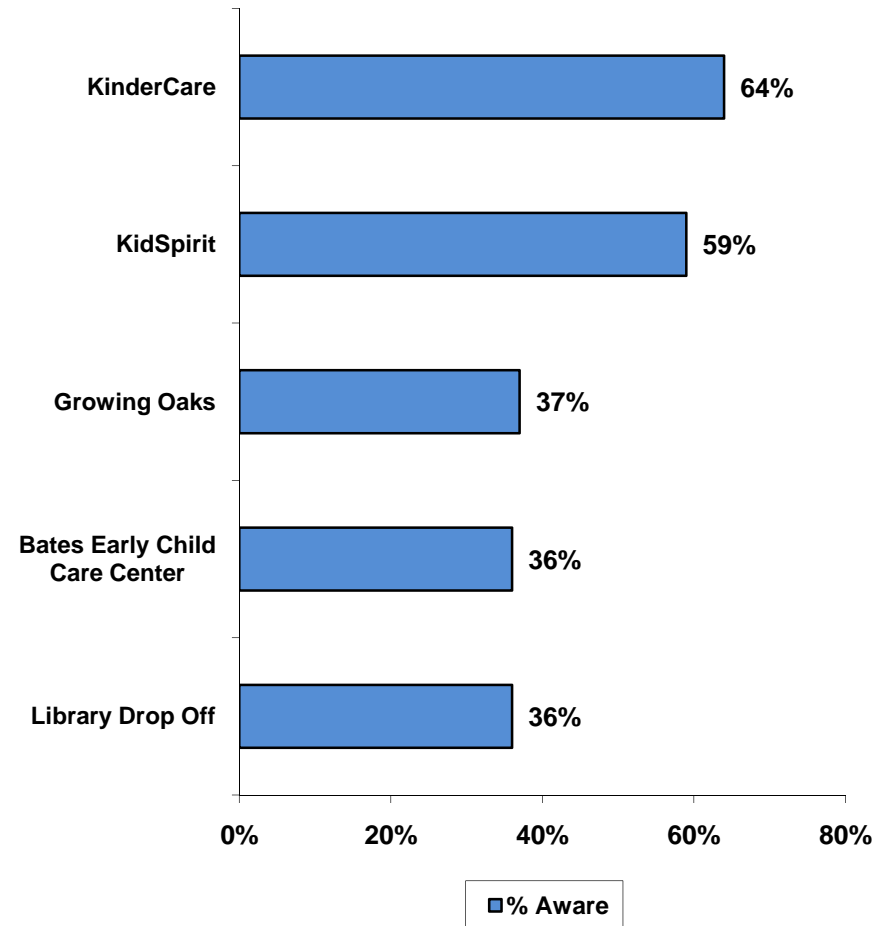
CAREAWARE: Which of the following child care programs on OSU's campus have you heard of?
Base: All Respondents (n = 475)

Use of OSU Programs

While awareness may be a factor in usage, it is clear that for many services low awareness is not a factor – for example 59 percent are aware of KidSpirit while less than 1 percent uses the service. Only one out of seven (14%) OSU parents use an OSU childcare program. Use of OSU programs is highest among:

- Faculty (18%)
- Those with infants (25%)

Use is lowest among:

- Staff (9%)

Figure 20: Overall Use of OSU's On-Campus Child Care Services

Use OSU
Program
14%

Do Not Use
86%
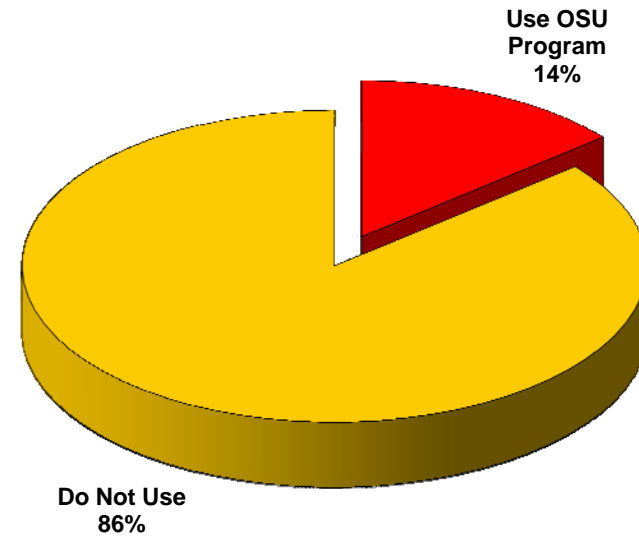
Question CARE4: Which child care programs on OSU's campus do you use?
Base: All Respondents (n = 475)

Those using an OSU program were asked to indicate which specific program they use. Care needs to be taken in looking at sub-groups in this analysis because the overall sample size (n = 65) is relatively small. Most parents use a single OSU program. However, 13 percent (or 8 parents) use more than one program.

Eight percent (8%) of OSU parents or 62 percent of those using OSU child care services use KinderCare.

- All (100%) staff members that use an OSU child care program use KinderCare. Students are also more likely to use KinderCare.
- Faculty parents are equally likely to use KinderCare and Growing Oaks.

Four percent (4%) of OSU parents or 30 percent of those using OSU child care services use Growing Oaks.

- Parents with an infant are the most likely to use Growing Oaks.

Five of the 23 students surveyed who use OSU childcare services have used the library drop off program.

Figure 21: Number of OSU Parent's Using Individual OSU Child Care Programs
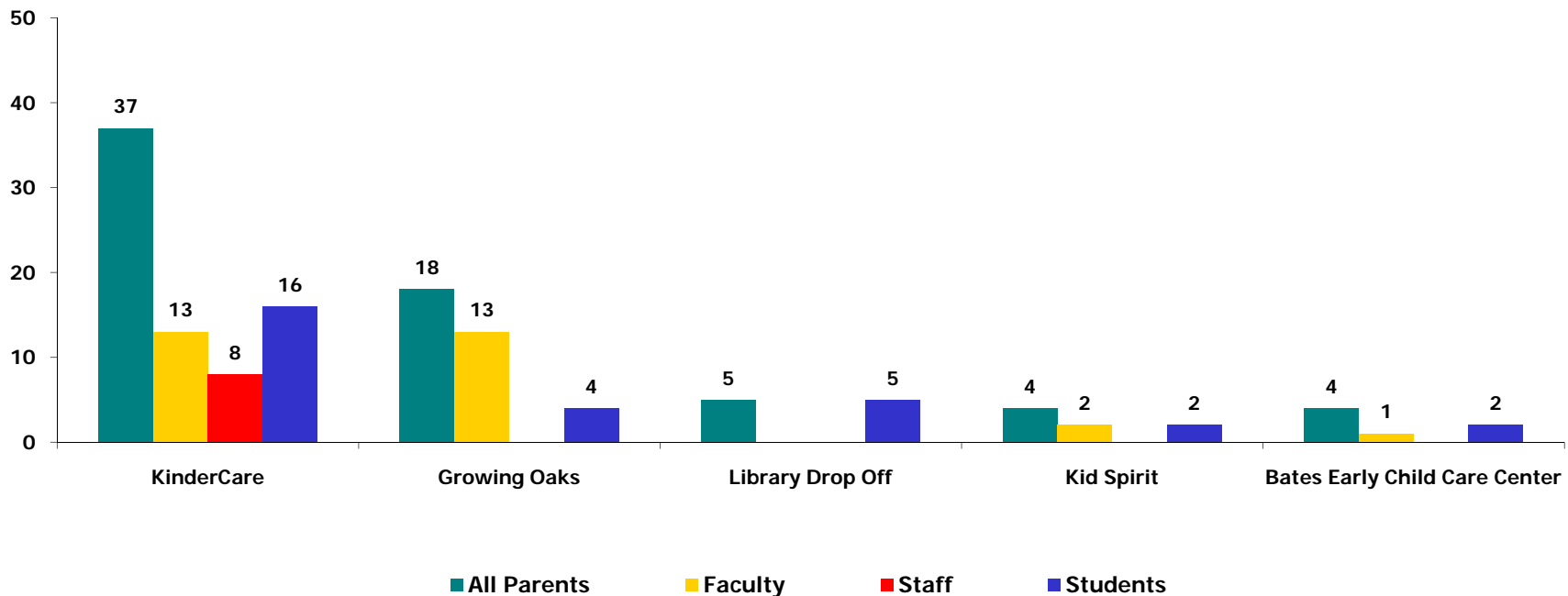
Base: Respondents who use OSU child care (n = 65)
Question CARE4: Which child care programs on OSU's campus do you use? *Multiple Responses allowed – Total will not add up to 100%*

Waiting Lists for OSU Programs

Respondents were asked if they hav ever been on a child care waiting list while affiliated with OSU and if so which one. Finally, they were asked how long they were on the waiting list.

Three out of ten (30%) OSU parents have been on a waiting list for one of OSU's child care facilities.

- This increases to 39 percent for those with a child currently in child care and to 69 percent for those using an OSU child care center.
- Given the low actual usage (14%), this would suggest that many parents do not get into the OSU facility of their choice.

Other parent groups that are more likely to have been placed on a waiting list include:

- Faculty (40%).
- Parents with infant children (59%).

Those least likely to have been placed on a waiting list include:

- Parents with toddlers (84% have not).

Figure 22: Percentage of Parents Who Have on Waiting List for Child Care at OSU
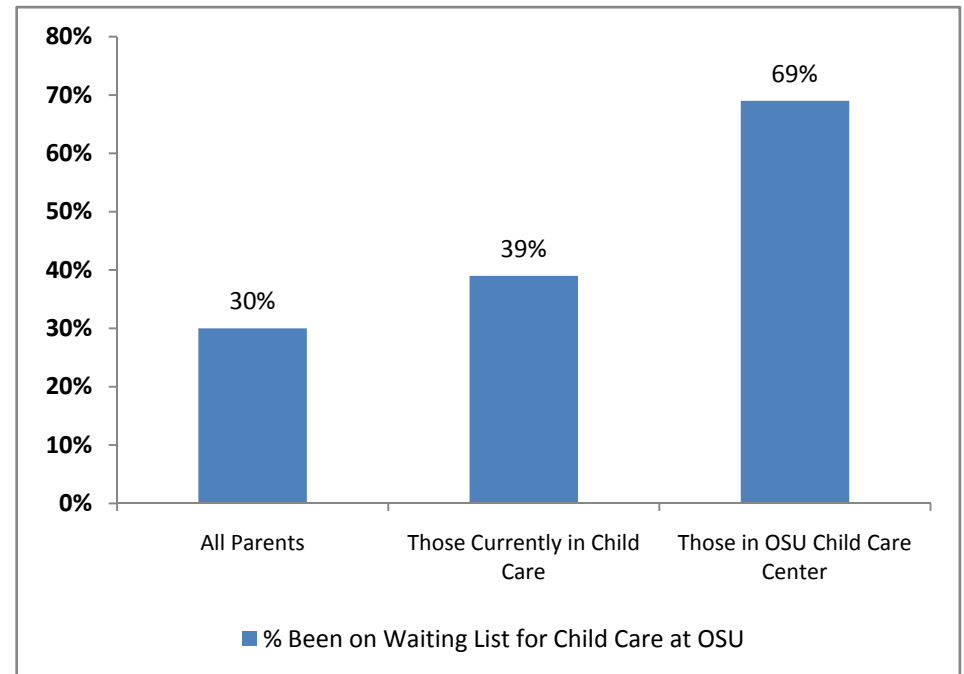
Question CARE6A: Have you ever been on a child care waiting list while affiliated with OSU?

Base: All Respondents (n = 475)

Of the 142 parents who have been on a waiting list for child care while affiliated with OSU, 69 percent were on the wait list for KinderCare and 42 percent for Growing Oaks.

- Staff and, to a lesser extent, student parents appear to apply primarily to KinderCare.

Other differences:

- KinderCare appears to appeal to all parents – that is, there are no differences in those who have been on KinderCare's wait list by the age of their children.
- Growing Oaks appears to appeal more to parents with infants and preschoolers Growing Oaks – 59 percent of parents with infants and 49 percent of parents with preschoolers have been at one time on the Growing Oaks waiting list.
- All of the single parents who have been on a waiting list report that they were on KinderCare's list.

Figure 23: Which Waiting List
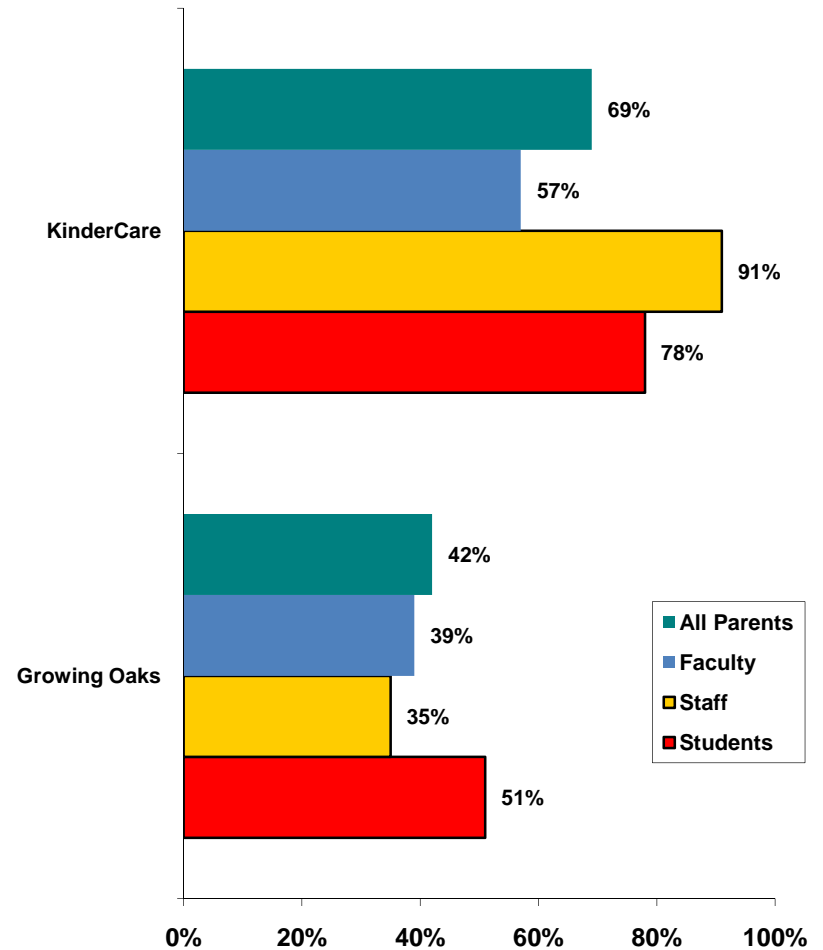
Question CARE6B: Which child care program were you on the waiting list for?

Base: Parents who have been on a waiting list (n = 142)

Satisfaction with OSU Child Care Programs

Overall, OSU parents who use OSU child care programs are satisfied with the programs.

- Two-thirds (66%) are "very satisfied" with an overall mean of 4.50 (on a five-point scale).
- Those who are dissatisfied with OSU child care programs cite poor care and expensive prices as the basis for their dissatisfaction.

As noted above 37 respondents have a child enrolled in KinderCare. This potentially represents 25 percent of all parents at KinderCare which offers 148 full-time spaces for infants through preschool and a private kindergarten.

- Three out of five (60%) KinderCare parents are very satisfied with the program; an additional 34 percent are somewhat satisfied.

Eighteen (18) respondents indicated that one or more of their children are enrolled at Growing Oaks. This potentially represents 35 percent of all parents at Growing Oaks which has 52 spaces for children aged six weeks through kindergarten.

- An above-average percentage (71%) of Growing Oaks Parents indicate they are "very satisfied" with the program. At the same time, an above-average percentage (24%) suggest they are neutral or dissatisfied with the program.

Care should be taken in interpreting these results as they are not based on a strictly random and hence projectable sample. At the same time, the base of those responding represents a significant number of the parents at each of the programs. The results suggest that Growing Oaks may wish to work further with its parents to identify those specific areas which may be contributing to these levels of dissatisfaction.

Figure 24: Satisfaction with OSU Child Care Programs

Very Satisfied 66%

Neutral / Dissatisfied 9%

Somewhat Satisfied 25%
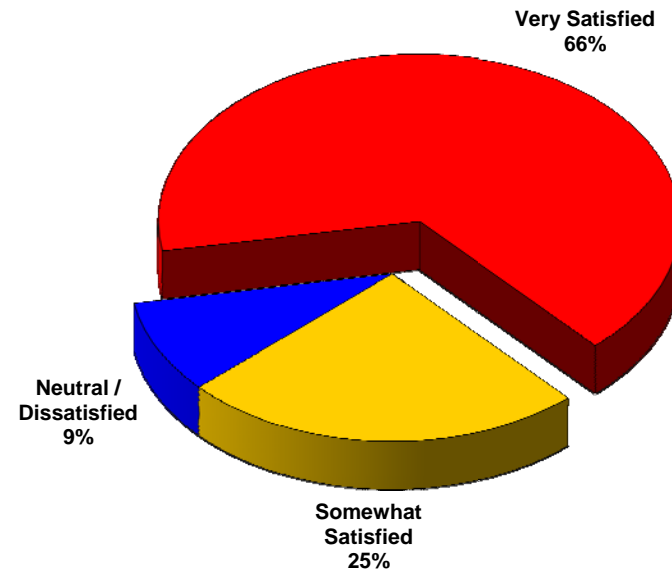
Question CARE4A: How satisfied are you with the OSU child care programs that you use? Mean based on 5-point scale where "1" means "Very Dissatisfied" and "5" means "Very Satisfied."

Base: Respondents who use OSU child care (n = 65)

Similarly, OSU parents who use OSU child care programs are likely to recommend the programs to others.

- Seven out of ten (70%) would "definitely recommend" for an overall mean of 4.61 (on a five-point scale).

As noted above, 18 respondents have one or more of their children are enrolled at Growing Oaks. While Growing Oaks has a somewhat lower satisfaction rating than does KinderCare among its parents, Growing Oaks has a high recommend rate..

- An above-average percentage (71%) of Growing Oaks Parents indicate they are "very satisfied" with the program. At the same time, an above-average percentage (24%) suggests they are neutral or dissatisfied with the program.
- Eighty-one percent (81%) of Growing Oaks parents surveyed say they "definitely would recommend" and 13 percent say they would "probably recommend."

Thirty-seven (37) respondents have a child enrolled in KinderCare. While KinderCare has a higher overall satisfaction rating than Growing Oaks, they receive a somewhat lower recommend rate.

- Three out of five (60%) KinderCare parents are very satisfied with the program; an additional 34 percent are somewhat satisfied.
- On the other hand, 61 percent of KinderCare parents definitely would recommend the center and 29 percent say they probably would recommend.

Care should be taken in interpreting these results as they are not based on a strictly random and hence projectable sample. At the same time, the base of those responding represents a significant number of the parents at each of the programs. KinderCare may wish to evaluate why despite parents high satisfaction ratings, they are less likely to recommend.

Figure 25: Likelihood of Recommending OSU Child Care Programs
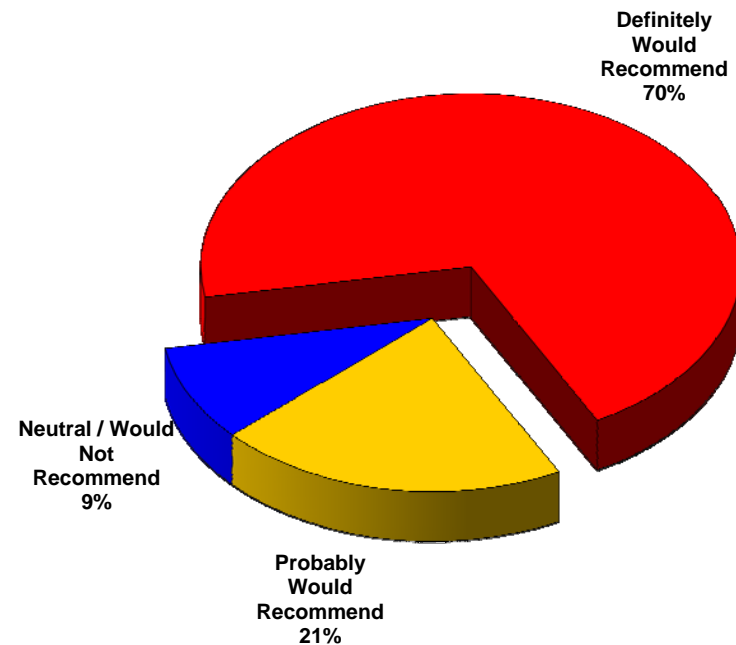
Question CARE4A: Would you recommend the OSU child care programs that you use to others?? Mean based on 5-point scale where "1" means "Definitely Would Not Recommend" and "5" means "Definitely Would Recommend."

Base: Respondents who use OSU child care (n = 65)

There is a clear relationship between a parents' likelihood of recommending an OSU child care center to others and their current levels of satisfaction. Nine out of ten (89%) parents who are "very satisfied" with the care their children receive at an OSU center "definitely would recommend" the center to others. By comparison, only 29 percent of those who are "somewhat satisfied" would "definitely recommend." Instead, 57 percent of those parents "probably would recommend."

While a small percentage (9%) of parents is neutral or dissatisfied with the quality of care of OSU's programs, 60 percent of them would not recommend the programs to other parents. It should also be noted that 14 percent of those who are just "somewhat satisfied" say that if asked they would be neutral or would not recommend.

Figure 26: Relationship Between Recommend Rates and Satisfaction
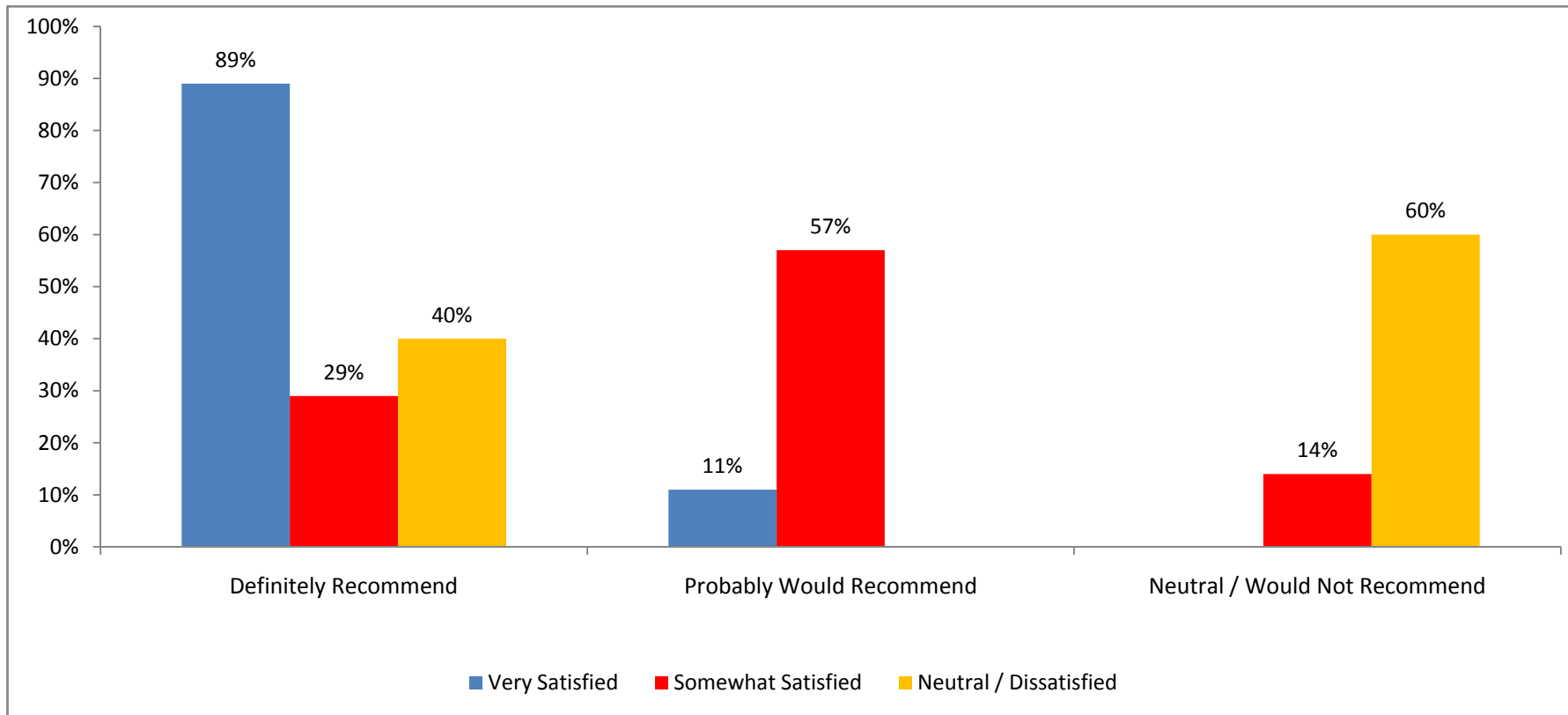
Personal Challenges and Experiences OSU Parents Face

A major objective of this research was to assess the needs of parents on campus for support services to support their success in education or their career and any potential barriers to that success. Questions were asked to access the personal challenge / experiences of parents relating to their day on the OSU campus. Respondents were asked a series of questions about their personal challenges and experiences as a parent at OSU. These questions related to Barriers, Challenges, and Stressful Times of the Day for Child Care.

Personal Challenges / Barriers Parents Experience

Parents were first asked the following question relating to a series of potential barriers: "To what extent are the following a barrier or personal challenge relating to parenting that makes it difficult for you to fully succeed in work or school?"

In general, parents do not feel that there is any single barrier or personal challenge related to parenting that makes it difficult for them to fully succeed in work or school.

The most significant barrier facing OSU students is the shortage of time. It is unlikely that this is a barrier that is unique to OSU parents.

- All parents rate this as the number one challenge they face. However, it is significant among students – 62 percent major barrier.
- This is also rated as a significant barrier among single parents – 63 percent major barrier.
- Shortage of time is also more likely to be listed as a major barrier by those who have their children in childcare – 53 percent major barrier. This could suggest that those not using childcare have more support – perhaps from a stay at home parent.

Lack of child care solutions is the second greatest barrier.

- Consistent with the findings in the stakeholder interviews and qualitative research, parents with infants are more likely than others to say this is a major barrier – 33 percent major barrier.

Table 12: Barriers to Success / Personal Challenges Faced by OSU Parents

	% Major Barrier	% Moderate Barrier	% Not a Barrier	Mean
Shortage of time	49%	28%	6%	3.20
Lack of child care solutions	22	26	31	2.39
Lack of understanding / cooperation from professors	9	15	61	2.22
Inflexible child care hours	10	25	38	2.07
Inflexible work hours	10	23	43	1.99
Lack of information / assistance from HR department	13	19	52	1.92
Low standards at child care centers	12	14	58	1.80
Lack of understanding / cooperation from supervisors	7	15	62	1.63
Absence of breast pumping / feeding rooms	11	7	77	1.52

Question CHALL1: To what extent are the following a barrier or personal challenge related to parenting that makes it difficult for you to fully succeed in work or school? Scale: 1 = Not a barrier at all, 2=A minor barrier, 3=Somewhat a barrier, 4= A major barrier.
Base: All Respondents with Children (n = xxx)

Lack of understanding shown by professors for student parents appears to be a greater issue than the lack of understanding showing by supervisors for faculty and staff parents.

- Results from the stakeholder interviews and qualitative research did suggest that a lack of understanding is a problem among faculty members so it is perhaps a surprise that 70 percent of faculty parents say that lack of understanding from their immediate supervisors is not a barrier at all to their success.

While inflexible child care hours does not emerge as a significant barrier overall, it is clearly an issue for some segments.

- As would be expected, inflexible child care hours are a greater issue for those in child care – 13 percent cite it as a major problem and 29 percent say it is a moderate problem.
- Looking only at those with children in child care, no single segment of parents appears to have a greater problem with this challenge.

Parents generally do not feel that inflexible work hours are a major barrier.

- Half (50%) of faculty parents say that inflexible work hours are not a barrier at all. One-third (33%) of staff parents say this is a minor barrier.

While not evident as a major barrier, lack of information and support by OSU's Human Resources department is listed as a potential barrier to some segments, pinpointing some possible problems with relatively easy solutions:

- Thirty-six percent (36%) of those with infants say that lack of information and support from HR is a moderate barrier. This could suggest that the HR department either does not have or is not incented to provide information on and solutions for expecting parents.

Low quality standards are not seen as a major barrier or personal challenge overall or among those using child care.

- Those using child care are somewhat more likely than those not using child care to say low quality standards are a minor – 19 percent compared to 10 percent – or moderate barrier – 15 percent compared to 8 percent. Combined one-third (34%) of those using child care say that low quality standards are a minor or moderate barrier to their success.

Lack of private breast feeding / pumping rooms is not seen as a significant barrier for most parents.

- However, more than one-third (35%) of those with infants cite this as a major barrier. OSU should continue its efforts to provide support in this area.

Support from OSU Human Resources Department

Questions specific to the Human Resources Department were included and provide some further insight into the role that department could potentially take in providing support for parents on campus.

Just over one-third (35%) of parents at OSU report that they have contacted the Human Resources Department for information or assistance on child care programs, maternity leave, child care subsidies, or other matters related to parenting.

- Not surprisingly, faculty and staff parents are more likely than student parents to contact the HR Department.

Other parents more likely to have contacted the human resources department are:

- Female parents (39%).
- Parents sharing parenting responsibilities (36%).
- Those who currently use child care (40%).
- Those with infants (54%).

Figure 27: Percentage of Parents Contacts OSU's HR Department for Parenting Related Issues

■ % Contacted HR Department
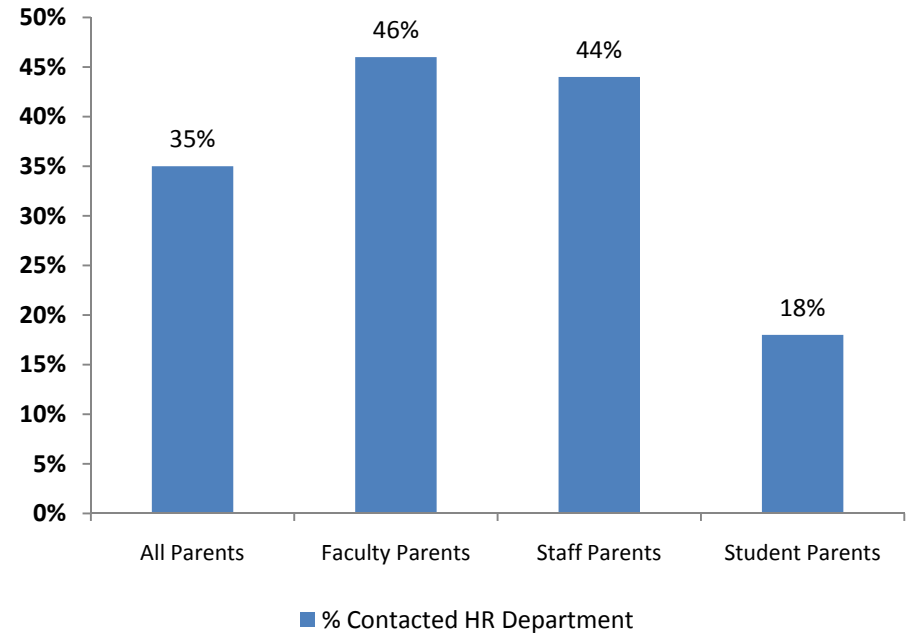
Question HRD1: Have you ever contacted OSU's Human Resources Department for information / assistance on child care programs, maternity leave, child care subsidies, or other matters related to parenting?

Base: All Respondents (n = 475)

OSU parents are most likely to contact Human Resources for information concerning maternity leave (69%) followed by family medical leave (54%).

- Faculty and staff are more likely than students to contact OSU's Human Resources Department concerning: maternity leave (82% and 73% compared with 29%, respectively) and family medical leave (60% and 70% compared with 19%, respectively). This would be as expected as these policies are not applicable to students
- On the contrary, students are more likely than faculty and staff to contact OSU's Human Resources Department for information about: child dare Programs (58%) and child care subsidies (65%).
- Not surprisingly, females are more likely than males to contact OSU's Human Resources Department for information concerning maternity leave (77%).

Figure 28: Reasons for Contacting Human Resources Department
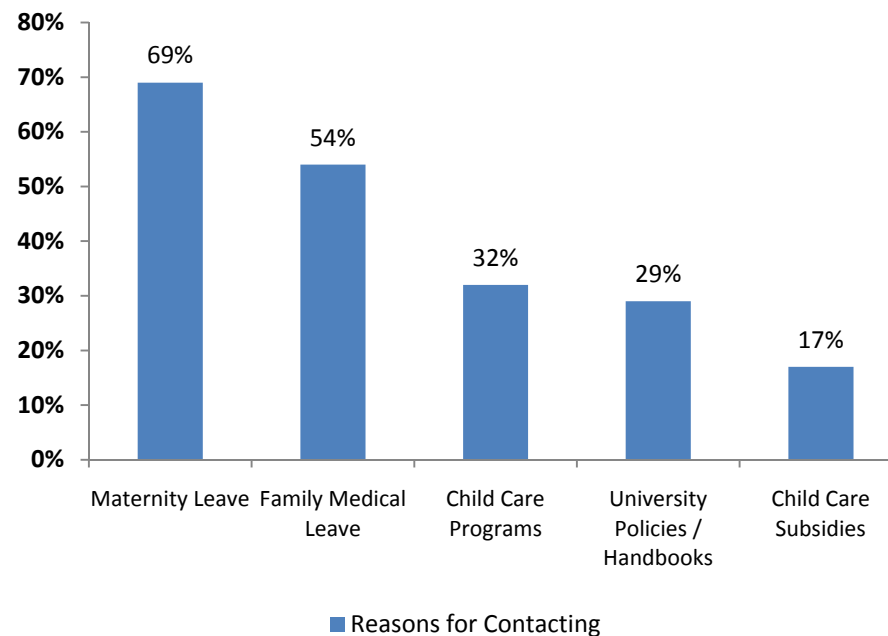
Question **HRD2: What did you contact the Human Resources Department for? Multiple Responses allowed – Total will add to more than 100%**

Base: Respondents who contacted OSU's Human Resources Department (n = 162)

Overall, parents give OSU's Human Resources Department a fair (31%) to good (47%) rating with an overall mean rating of 2.68.

The highest ratings are given by:

- Staff – 26% excellent; overall mean of 3.00.
- Men – 32% excellent; overall mean of 3.03.
- Parents with 3 or more children – 53% excellent; overall mean of 3.20.

Lowest ratings are given by students – 61% poor / fair; overall mean of 2.36.

OSU parents who give OSU's Human Resources Department "fair" or "poor" ratings are most likely to have problems getting accurate and consistent information from the department. This is notable among staff. Students are more likely to list a variety of problems including: not helpful / lack of support and timeliness of response.

Figure 29: Ratings of HR Department
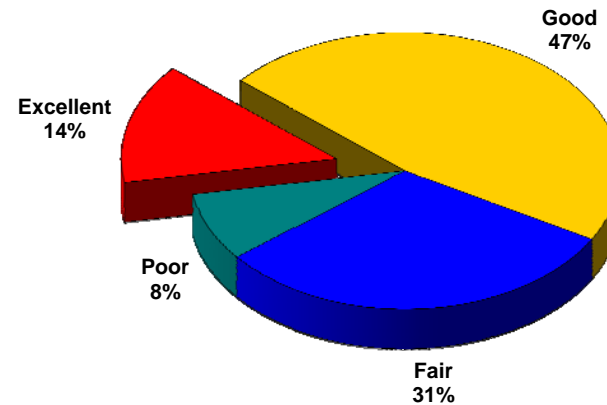
Question **HRD3: Please rate the Human Resources Department at OSU?**
Mean is based on a scale: "1"="poor", "2"="fair", "3"="good", "4"="excellent."

Base: Respondents who have contacted OSU's Human Resources Department (n = 162)

Specific Times of Year / Day that are Most Stressful

OSU parents were first asked to identify the most stressful times of year for them. The question posed was: "As a student, staff or faculty parent, when you have to attend work or school, which parts of the year are the most challenging / stressful for you?"

All OSU parents agree that days when their children are off from school are the most challenging / stressful. As would be expected, this is generally not a problem for parents with infants – only 16 percent say it is a problem. Parents that find this a greater problem include:

- Faculty parents (64%).
- Single parents (81%)
- Parents with more than one child (64%), and
- Parents who use a child care center that is not on OSU's campus (70%).

Finals week is a problem primarily for students – 75 percent of whom say this is stressful.

Holidays, break periods, and summer are primarily an issue for staff parents.

One out of seven (15%) of parents surveyed did not say that any specific time of the year is most stressful.

- As would be expected, those sharing parenting responsibilities are significantly more likely than single parents to say that no specific time of the year is an issue – 16 percent compared with 5 percent respectively.

Figure 30: Times of Year OSU Parents Find Stressful
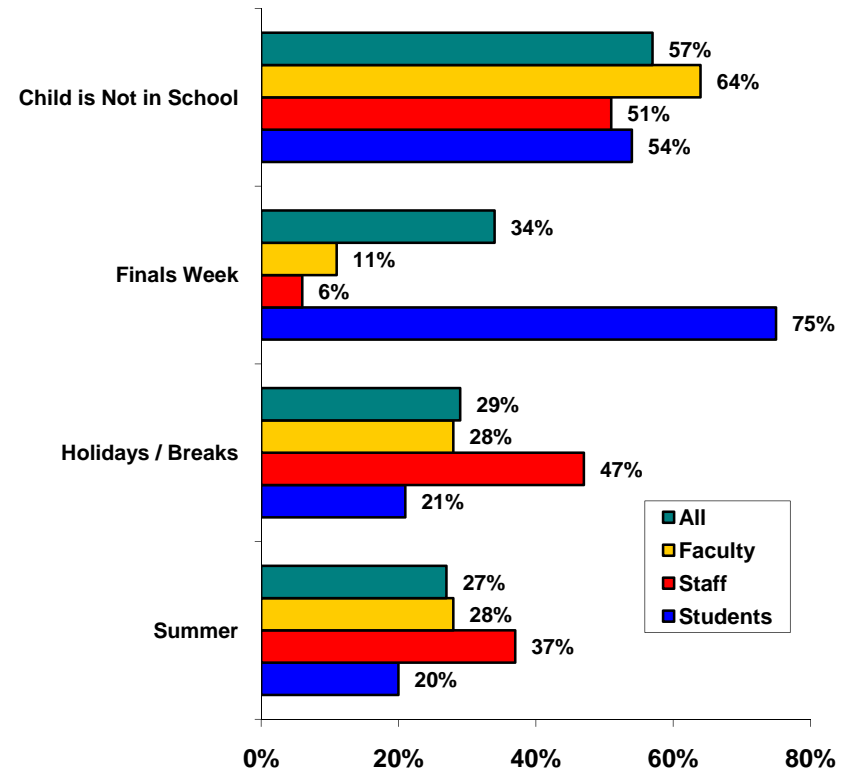
Question CHALL3: As a student, staff, or faculty parent, when you have to attend work or school, which parts of the year are the most challenging / stressful for you?
Multiple Responses Allowed - Total may not add up to 100%
Base: Respondents with one or more child - excludes parents who are expecting their first child (n=463)

OSU parents were next asked to pinpoint the times of day that are most stressful for them relating to child care: "As a student, staff, or faculty parent, when thinking about your child care arrangements which part of the day is the most challenging / stressful for you?"

Specific times of the day do not appear to be as great a problem. The parts of the day determined most challenging / stressful are Afternoon, Evening, and Early Morning.

- Students experience greater stress than faculty and staff throughout the day, notably during early mornings and evenings.

Some other key differences also emerge:

- Parents with toddlers (46%), preschoolers (31%), and school-age children (39%) find afternoons a greater problem than do those with infants. This would suggest that parents with infants can find a full-time solution.
- Early mornings are a greater problem for parents of preschoolers (42%) and school-age children (41%).
- Afternoons are also a greater problem for those with two (39%) or more (45%) children. This could be a function of finding care for multiple children; it is also related to the fact that parents with more children are also more likely to have older children and are looking for part-time care solutions.
- Women are more likely than men to find that early mornings are stressful – 36 percent compared with 25 percent, respectively. This suggests that women have the primary responsibility for childcare during this period.

Figure 31: Times of Day OSU Parents Find Stressful
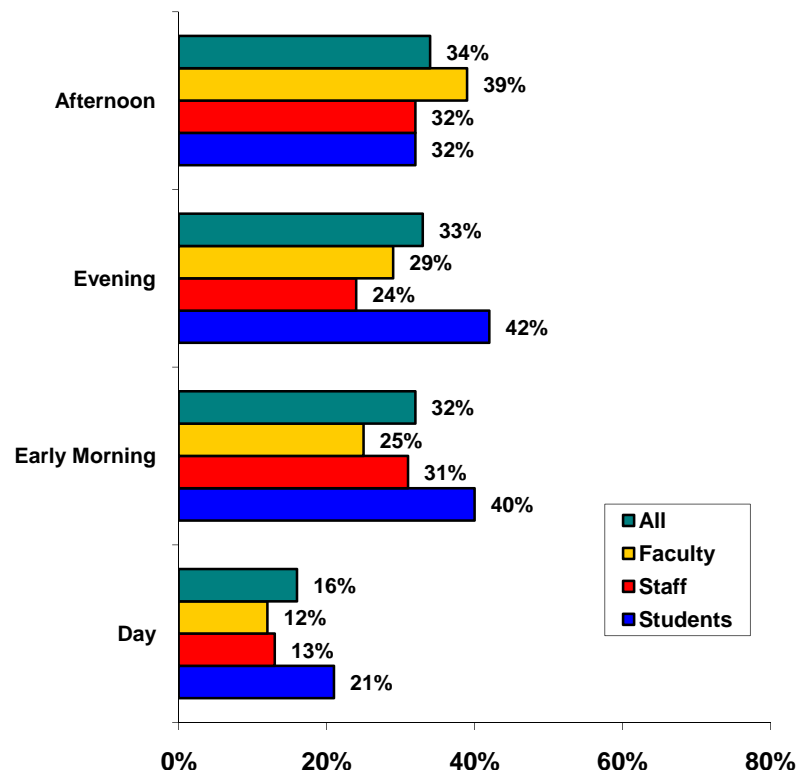
Question **CHALL3**: As a student, staff, or faculty parent, when you have to attend work or school, which parts of the year are the most challenging / stressful for you?
Multiple Responses Allowed - Total may not add up to 100%
Base: Respondents with one or more child - excludes parents who are expecting their first child (n=463)

As with the question about the times of the year that are stressful, those who share parenting responsibilities are more likely than single parents to say that no single time of the day is stressful – 18 percent compared with 10 percent, respectively. This difference, however, is not statistically significant.

- However, single parents are twice as likely as those that share parenting responsibilities to find the evenings particularly stressful – 58 percent compared with 29 percent, respectively.

Key Personal Issues Facing OSU Parents

Finally, respondents were asked to rate the extent to which 24 items are an issue to them personally. The list of issues was identified during the stakeholder interview and qualitative research phases. Responses were recorded on a four-point scale where "4" means a "major issue and "1" means "not an issue at all."

"Placing a high value on a balance between work / school and family" is named as the single most important issue facing OSU parents today with a mean of 3.51. This is not an issue unique to OSU parents.

- All parent groups agree this is the primary issue they face. Those with children in child care are more likely than those who do not have children in child care to say this is an issue – mean of 3.57 compared with 3.30, suggesting that these parents have less support and/or have greater commitments that make it more difficult to strike a balance.

The availability of health insurance for children is cited as a major issue by 57 percent of OSU parents.

- Perhaps a surprise, it is a greater issue to faculty parents – 63% a major issue compared to 54% of staff parents and 52% of student parents.

Acknowledgement / understanding of parenting issues shown by professors and supervisors is the also an issue. As noted earlier (under personal challenges), this is a greater problem for students than for faculty and staff.

- Among students, this is a significant problem for those who are single parents – 83 percent say this is a major issue.

Availability of affordable child care is the third most important issue facing parents at OSU.

- As would be expected this becomes a greater issue for those who are currently using childcare – 64% a "major barrier."
- While an issue to all parents requiring childcare, this is a greater issue for students – 70% a "major barrier."
- It is a significant issue for single parents – 79% major issue.

Table 13: Top Five Personal Issues Facing OSU Parents

	% Major Issue	% Net Issue
Placing a high value on a balance between work / school & family	69%	88%
The availability of health insurance for children	57	71%
Acknowledgement / understanding shown by professors (students)	59%	83%
Acknowledgement / understanding shown by supervisors (faculty / staff)	56%	77%
The availability of affordable child care	56%	75%
Setting high standards for quality of child care programs / services	54%	84%

Question ISSUE1A – ISSUE1D: **To what extent is the . . .an issue for you personally? ; Mean based on 4-point scale where "1" means "not an issue at all and "4" means "a major issue."**
Base: All Respondents (n=475)

The final major issue facing OSU parents is the quality of standards set for childcare programs and services. While rated as a major issue by 54 percent of all parents, it is rated as a major issue by 60 percent of those using child care.

- Faculty and student parents are more likely than staff to say this is an issue.

Other Top Issues

Other issues parents face center around general availability of care, specifically: "availability of care that fits my schedule." It is rated as a major issue by 51 percent of all parents and 59 percent of parents using child care.

- There are no differences between faculty, staff, and students.
- This is a greater issue for those with infants and preschool age children (66% and 60% major issue, respectively). Thirty-two percent (32%) of those with toddlers say this is not an issue at all.
- Females feel this is a greater issue than do males – 57% compared with 37%, respectively.

Flexibility of child care options" is also an issue with no differences between faculty, staff, and students. It is rated as a major issue by 46 percent of all parents and 50 percent of parents using child care.

- This is a much greater issue for those with infants (61% major issue) and females (53% major issue).

"The overall availability of programs on campus" is rated as a major issue by 42 percent of the respondents – among those using child care services it is a major issue for 48 percent of parents.

- Again there are no significant differences between faculty, staff, and students.
- Those with infants are more likely to rate this as a major issue (67%) while those with toddlers are least likely (27%).
- Forty-six percent (46%) of women surveyed say this is a major issue.

Table 14: Other Top Issues

	% Major Issue	% Net Issue
Availability of child care that fits my schedule	51%	72%
Flexibility of child care options	46%	72%
Making parents feel comfortable on campus	37%	69%
The overall availability of child care programs on campus	42%	69%
Providing parents information about OSU's child care programs, resources, and events	39%	67%
Representation for / advocacy for parents	33%	68%

Finally, providing support for parents is an issue, specifically:

- Providing information – students see this as a significantly greater issue (53% major issue) than faculty and staff (30%). Those with infants are the most likely to say this is a major issue (56%).
- Representing and advocating for parents – students see this as a significantly greater issue than do faculty and staff. Forty-six percent (46%) of students list it as a major issue compared with 26% of faculty and 21% of staff.

Strengths of OSU's Programs and Services for Parents

Respondents were also asked to rate the strength of OSU's programs and services on the same list of 24 items.

OSU's greatest strengths are in four areas:

- Availability of health insurance for children.
  - Faculty and staff rate this higher than do students – overall mean of 3.46 and 3.34 compared with 1.37, respectively.

- Acknowledgement and understanding shown by faculty and staff supervisors and, to a lesser extent, the acknowledgement and understanding shown by faculty members to student parents.
  - There are no differences in ratings for acknowledgement / understanding shown by supervisors between faculty and staff parents.
  - However, faculty and staff parents with preschool age children give their supervisors a significantly higher rating (2.90) than do those with school age children (2.43), suggesting that as the children get older supervisors may become less accommodating of parent needs.
  - Female students rate the acknowledgement and understanding demonstrated by professors significantly lower than do male students – 2.11 compared with 2.50, respectively. Two out of five (41%) female students give faculty a "fair" rating while 46 percent of male students give faculty a "good" rating.

- Setting high standards for quality of child care programs and services.
  - Staff parents rate the standards for quality care significantly higher than do students – mean of 2.86 compared with 2.56, respectively – and somewhat higher than faculty – mean of 2.86 compared with 2.64, respectively.
  - Parents with infants rate OSU significantly lower (2.29) for this than do parents of older children.

Table 15: Strengths of OSU Programs and Services

	% Net Positive	Mean
Availability of health insurance for children	63%	2.82
Acknowledgement / understanding shown by supervisors (faculty / staff)	64%	2.82
Setting high standards for quality of child care programs and services	61%	2.66
Existing Family Medical Leave Policies	67%	2.59
Availability of child care for preschoolers	46%	2.37
Making parents feel comfortable on campus	46%	2.31
Existing maternity leave policies	45%	2.31
Acknowledgement / understanding shown by professors (students only)	40%	2.24
Placing a high value on balance between work / school and family	37%	2.22
Having child friendly events on campus	38%	2.21
Availability of child care for school age children	35%	2.12
Availability of child care that fits my schedule	35%	2.12

Question OSU1A-OSU1D: How would you rate OSU in terms of . . .? Attributes receiving an above-average mean (2.09); mean based on 4-point scale where "1" means "poor" and "4" means "excellent."
Base: All Respondents (n=475)

Other strengths and key differences include:

- Existing Family Medical Leave (FMLA) policies.
  o Rated significantly higher by staff (3.00) and faculty (2.63) for whom it is applicable than by students (1.66).
  o Moreover, the difference in ratings by staff and faculty are significantly different, suggesting that there are some pressures among faculty members regarding the ability to take / schedule leave under these policies.

- Existing maternity leave policies. While still a strength, this gets a lower rating than does OSU's FMLA policies.
  o Staff parents rate this significantly higher than do faculty members – 2.71 compared to 2.33 respectively. Twenty-seven percent of faculty parents give OSU a "poor" rating for their maternity leave policies.
  o Student parents also rate this low – 62 percent say OSU's maternity leave policy is "poor," for an overall rating of 1.62. Note the existing maternity leave policy does not apply to students. This then would suggest that student parents may suffer penalties in terms of lost credits or other issues when they take a leave.

- Availability of child care for preschoolers.
  o Rated significantly higher by those using an OSU child care center (2.67) than by those using an off-campus center (2.18).

- Making parents feel comfortable on campus.
  o This is rated significantly higher among staff (2.51) and faculty (2.45) than by students (2.02).
  o Rated significantly higher by those using an OSU childcare center (2.46) than by those using on off-campus center (2.15).

- Placing a high value on a work / life balance.
  o Again this is rated significantly higher by staff (2.42) and faculty (2.30) parents than by students (1.97).

- Availability of child care for school age children.
  o Rated significantly higher by faculty (2.29) and staff (2.24) than by students (1.71).
  o Rated significantly higher by those with one child (2.24) than by those with 3 or more children (1.78). Note this latter group is more likely to have school aged children.
  o Rated significantly higher by those who share parenting responsibilities (2.20) than by single parents (1.71).
  o Rated significantly lower by those who are using child care (2.03) than by those not using child care (2.41).

- Having child friendly events on campus.
  o Rated significantly higher by faculty (2.41) and staff (2.49) than by students (1.80). This may be a factor of the costs of attending these events.
  o Rated significantly higher by those with two children (2.35) than by those with one child (2.13).
  o Rated significantly lower by parents with infants (1.90).

- Availability of child care that fits my schedule.
  o Rated significantly higher by faculty (2.24) and staff (2.29) than by students (1.86). This may reflect more regular schedules among faculty and staff parents than among students who must schedule child care around class schedules.
  o Rated significantly higher by males (2.36) than females (2.03). Also rated significantly higher by those who share parenting responsibilities (2.18) than by single parents (1.69).
  o Rated significantly lower by those who currently use child care (2.07) as compared to those not using child care services (2.40).
  o Rated significantly higher by those using an OSU child care center (2.64) than by those using an off-campus center (1.88).
  o Rated significantly lower by parents with infants (1.85).

Weaknesses of OSU's Programs and Services

OSU's greatest weaknesses (50% or more "poor" ratings) are in four areas:

- The availability of breastfeeding / pumping rooms on campus receives the lowest rating of all services – 77 percent "poor."
  - Ninety-two percent (92%) of parents with infants give OSU a "poor" rating for this service.
  - Students are the most critical of OSU's support in this area (88% poor).
- Providing networking events for parents – 60 percent "poor."
  - Students are the most critical of the availability of networking events for parents – 66 percent "poor." Staff are the least critical – 48 percent "poor."
  - More than three out of four (76%) parents using an off-campus child care center give OSU a poor rating here.
- Availability of space for children in OSU's child care facilities – 50 percent "poor."
  - Among those using child care, this figure increases to 53 percent. And among those using an off-campus child care center, this percentage increases to 67 percent.
  - Women rate OSU lower for this than do men – overall mean of 1.64 compared with 1.90, respectively.
  - Single parents are more likely to give OSU a poor rating than those sharing parenting responsibilities – 71 percent compared with 48 percent, respectively.
  - This is a significant issue for parents with infants (71% poor) but also for those with toddlers (46% fair).
- Availability of child care for infants – 50 percent "poor."
  - Parents using an off-campus child care center are the most critical (61% poor). Thirty-seven percent (37%) of those using an OSU center rate the university as "good" or "excellent."
  - Students are the most critical of the availability of child care for infants – 67 percent "poor." This may reflect the lack of availability of part-time care for infants.

	% Net Positive	% Poor	Mean
Availability of breastfeeding / pumping rooms	8%	77%	1.34
Providing networking events for parents	6%	60%	1.48
Availability of space for children in OSU's child care facilities	29%	50%	1.71
Availability of child care for infants	22%	50%	1.74
Providing parents information about child care programs, resources, and events	19%	47%	1.75
Representation for / advocacy for parents	22%	39%	1.85
Availability of child care for children with special needs	25%	46%	1.86
Making child care a top priority on campus	22%	40%	1.86
Recognizing parents on campus an issue	23%	42%	1.86
Availability of child care subsidies	22%	43%	1.87
Availability of affordable child care	28%	36%	1.95
Flexibility of child care options	35%	33%	2.05
Overall availability of child care programs on campus	31%	27%	2.09

OSU1A-OSU1D: How would you rate OSU in terms of . . .? Attributes receiving a below-average mean (2.09); mean based on 4-point scale where "1" means "poor" and "4" means "excellent."

Base: All Respondents (n=475)

Other areas of weaknesses and key differences include:

- Providing parents with information about OSU's programs, resources, and events (47% poor).
  - Students are significantly more critical of OSU in this area than are both staff and faculty – mean ratings of 1.56 compared with 1.95 and 1.81, respectively. Three out of five (59%) students give OSU a "poor" rating.
  - Parents with infants are the most critical of the university with nearly three out of five (59%) giving a "poor" rating.
  - This is a significantly greater issue for those using child care centers off-campus (57%).
- Availability of care for children with special needs (46% poor).
  - Those using an off-campus child care center are the most critical (55% poor), suggesting that these parents were unable to find on-campus services for a special needs child.
  - Students are most critical (64% poor).
  - Females also rate the university lower in this area – 52 percent "poor" for an overall mean of 1.68 – compared to 30 percent poor among men for an overall mean of 2.35.
- Recognizing parents on campus (42% poor).
  - This is primarily an issue for students (57% poor). Twenty-eight percent of faculty parents and 27 percent of staff parents give the university a "good" rating.
  - A greater issue for parents with school-age children (57% poor).
  - A greater issue for those using off-campus child care (44% poor).
- Making child care a top priority on campus (40% poor).
  - Those using child care services are more critical (44% poor). Those using off-campus child care centers are even more critical (52% poor).
  - Students and, to a lesser extent, faculty are more critical here than are staff parents – half (50%) of all students and two out of five (40%) faculty parents give OSU a poor rating compared with 28 percent of staff parents.
  - A greater issue among parents with infants (49% poor).

- Representation / advocacy for parents (39% poor).
  - Students are the most critical (47% poor).
  - A greater issue for those using off-campus child care (48% poor).
- Availability of child care subsidies (36% poor).
  - Parents with infants and those with school age children are the most critical here (59% and 57% poor, respectively).
  - A greater issue for those using off-campus child care (57% poor).
- Availability of affordable child care (36% poor).
  - This is a significant issue for students (51% poor).
  - This is also a significant issue for single parents – nearly three out of five (58%) give OSU a poor rating for the availability of affordable child care options.
  - This is also a greater issue for those using an off-campus child care center (43% poor), suggesting that on-campus care may be too expensive.
- Flexibility of child care options (33% poor.)
  - Those using child care services are more critical (35% poor). Those using an off-campus child care center are even more critical (46% poor).
  - Students continue to rate the university lower (44% poor).
  - A greater problem for parents with infants (51% poor).
- Overall availability of child care programs on campus (27% poor).
  - Among those using child care services, this increases to 29 percent poor. For those using an off-campus child care center, the percentage of poor ratings increases to 37 percent.
  - Students are the most critical with 39 percent giving OSU a poor rating here. Only 29 percent of staff parents give a "poor" rating while 35 percent rate OSU as "good" and 8 percent gives OSU an "excellent" rating. This would suggest that existing on-campus programs are better suited for faculty and staff needs. Factors could be lack of part-time care opportunities, lack of hours to match students' class schedules, and/or cost of care.
  - A greater problem for parents with infants (54% poor).

Parent Needs Assessment

Overview

Reflecting the overall title of the research, a major objective of this research was to identify the needs of parents on campus and key areas for targeting additional resources to support parents. For this research, ORC-NW used a modification of its proprietary model for identifying critical customer needs (CSMPactor®). Typically this model is used for customer satisfaction analysis but it is equally appropriate for needs assessment. While the data resulting from use of this model is the property of OSU, subsequent use of this model is available only with the written consent of ORC-NW. This needs assessment model involves measuring and the analyzing two critical aspects of the environment in which parents live and their ability to receive the support they feel they need:

1. Identifying those areas where OSU currently provides an above-average or high level of service – that is, those areas where OSU receives high (good to excellent ratings).

2. Identifying those areas where parents personally identify a need – that is, the extent to which specific aspects of parenting are personal issues. The key issues measured in this study are those identified through the initial qualitative research.

The subsequent analysis determines the relative impact of attributes on overall performance by measuring customers' relative decreases in performance ratings when a recent problem with an attribute is reported. The analysis is a three-step process:

1. Step One determines which attributes have the greatest impact on overall performance. For each parent requirement, OSU's current level of service is addressing these issues are calculated for two groups: (1) those for whom the need / requirement is a personal issue and (2) those for whom it is not. The difference between the two means is referred to as the "Gap Score."

2. In Step Two, the extent to which the issue is a personal issue is evaluated. It is important to consider this because a parent may have a large Gap Score and therefore have a significant impact on overall performance ratings. However, the percentage of parents for whom this is a real issue is relatively small. In this case, it is probably not worth the University's time and expense to allocate resources to serve a relatively small number of parents. On the other hand, if a need's Gap Score is moderately low, but is a significant issue for a large number of parents, the effect of the attribute on overall performance ratings is magnified and will require attention.

3. In Step Three, a composite index is calculated by multiplying the Gap Score by the extent to which parents experience this as an issue. This composite index is called the "Impact Score." Those needs with the highest impact scores are the factors that are most critical to parents. Over time, the goal would be to reduce the Impact Score, by decreasing extent to which parents experience this as a personal issue and/or by reducing the Gap Score.

Impact Scores

As noted, the Impact Score identifies areas where OSU should focus resources based on:

- How well OSU currently provides specific service to students, faculty, and staff that relate to the overall quality of child care services and programs, and

- The extent to which each aspect of services is a personal issue to OSU parents.

It is clear that ***acknowledgement / understanding shown by professors*** has the greatest overall impact. It is an area that should be considered the highest priority where service delivery is low and/or parents encounter a significant number of problems.

Other factors that have an above-average impact on parent satisfaction include:

- Placing a high value on a balance between work / school and family.

- The availability of health insurance for children.

- Leave policies (both maternity and family medical leave).

Table 16: Needs With Above-Average Impact Scores

	Gap Score	Extent of the Issue	Impact Score
Acknowledgement / understanding shown by professors	1.20	3.34	4.01
Placing a high value on a balance between work / school and family	0.71	3.51	2.49
The availability of health insurance for children	0.59	3.03	1.79
Existing maternity leave policies	0.73	2.33	1.70
Existing Family Medical Leave Policies (e.g., leave for sick children)	0.57	2.82	1.61
Having child friendly events on campus	0.54	2.67	1.44
The overall availability of child care programs on campus	0.46	2.92	1.34
Acknowledgement / understanding shown by supervisors	0.42	3.18	1.34
Providing parents information about OSU's child care programs, resources, and events	0.43	2.91	1.25
Flexibility of child care options	0.40	3.03	1.21
The availability of space for children in OSU's child care facilities	0.41	2.74	1.12
The availability of child care that fits my schedule	0.36	3.04	1.09

At the same time, several factors potentially have less of an impact on parents' ability to succeed at OSU. Perhaps a surprise but now supported by the other analysis is the fact that availability of child care services for infants, preschoolers, and school-age children is not a major problem overall.

- What was not measured here because it was not apparent through the qualitative research is the adequacy of care for toddlers and hence support for parents of toddlers.

OSU also appears to be generally meeting parent needs / expectations for:

- Availability of child care subsidies

- Recognition of the needs of parents on campus

- Providing networking events for parents

- Making child care a top priority

- Representing and advocating for parents

Table 17: Needs With Below-Average Impact Scores

	Gap Score	Extent of the Issue	Impact Score
Setting high standards for quality of child care programs / services	.34	3.13	1.06
Making parents feel comfortable on campus	.36	2.94	1.06
The availability of affordable child care	.31	3.14	.97
The availability of breastfeeding / pumping rooms	.47	2.04	.96
Representation for / advocacy of parents	.33	2.90	.96
Making child care a top priority on campus	.30	2.84	.85
Providing networking events for parents	.28	2.44	.68
Recognizing parents on campus	.22	2.63	.58
The availability of child care subsidies	.20	2.69	.54
The availability of child care for infants	.20	2.43	.49
The availability of child care for preschoolers	.19	2.54	.48
The availability of child care for school age children	.15	2.65	.40
The availability of child care for children with special needs	-.13	2.02	-.26

Resource Allocation Analysis

Looking at the combination of what are major issues for parents on campus and areas where OSU may or may not be meeting parent needs is effective in identifying specific areas where OSU may wish to allocate critical resources to meet its goal of better supporting parents on campus.

Overall parents agree that the top priorities for improvement should be:

- Placing a high value on balance between work / school and family,
- Acknowledgement / understanding shown by professors,
- Acknowledgement / understanding shown by supervisors,
- Overall availability of child care programs on campus, and
- Flexibility of child care options.

In addition, specific parent groups have some additional priorities.

- Faculty parents would also like to see increased emphasis on setting higher standards for quality of care, increasing the availability of affordable child care, better handling of FMLA policies, and increased availability of child care that fits their schedules.
- Staff parents would also like to be made to feel more comfortable as a parent on campus and have more additional information about OSU's programs, services, resources for child care.
- Finally, students would like to feel more comfortable as a parent on campus and see greater representation / advocacy for parents. In addition, they would like to have more information about OSU's programs, services, and resources for child care.

Figure 32: Resource Allocation Priority Map – Overall

Minimal Problems *(High Gap Score / Below-Average Issue Affecting Parents Personally)* **Maintain Efforts Here**	**Top Priorities for Improvement** *(High Gap Score / Above-Average Issue Affecting Parents Personally)* **Concentrate Resources Here**
• The availability of space for children in OSU's child care facilities • Having child friendly events on campus • Existing maternity leave policies • Existing Family Medical Leave policies • Availability of breastfeeding / pumping rooms	• Placing a high value on a balance between work / school and family • Acknowledgement / understanding shown by professors • Acknowledgement / understanding shown by supervisors • Overall availability of child care programs on campus • Flexibility of child care options • The availability of health insurance for children
Low Priorities for Improvement *(Low Gap Score / Below-Average Issue Affecting Parents Personally)* **Maintain or Use Resources Elsewhere**	**Secondary Priorities for Improvement** *(Low Gap Score / Above-Average Issue Affecting Parents Personally)* **Allocate Resources if Available**
• Making parents feel comfortable on campus • Recognizing parents on campus as an issue • Making child care a top priority on campus • Availability of child care for infants • Availability of child care for preschoolers • Availability of child care for school aged children • Availability of child care for children with special needs • Providing networking events for parents	• Representation for / advocacy for parents • Setting high standards for quality of child care programs / services • The availability of child care that fits my schedule • The availability of affordable child care • The availability of child care subsidies

Within each quadrant, attributes are listed in order of their CSMPact™ Score.

Those attributes highlighted in bold type are areas where an above-average number of customers indicate that when encountered, problems are not resolved satisfactorily.

Figure 33: Resource Allocation Priority Map – Faculty

Minimal Problems *(High Gap Score / Below-Average Issue Affecting Parents Personally)* **Maintain Efforts Here**	**Top Priorities for Improvement** *(High Gap Score / Above-Average Issue Affecting Parents Personally)* **Concentrate Resources Here**
• The availability of space for children in OSU's child care facilities • Existing maternity leave policies • Providing parents information about OSU's child care programs, resources, and events • Availability of breastfeeding / pumping rooms • Availability of child care subsidies	• Overall availability of child care programs on campus • Placing a high value on a balance between work / school and family • Flexibility of child care options • Setting high standards for quality of child care programs / services • Availability of affordable child care • Existing Family Medical Leave Policies (e.g., leave for sick children) • Availability of child care that fits my schedule
Low Priorities for Improvement *(Low Gap Score / Below-Average Rate of Problem Occurrence)* **Maintain or Use Resources Elsewhere**	**Secondary Priorities for Improvement** *(Low Gap Score / Above-Average Rate of Problem Occurrence)* **Allocate Resources if Available**
• Availability of child care for school aged children • Representation for / advocacy for parents • Availability of child care for preschoolers • Having child friendly events on campus • Providing networking events for parents • Recognizing parents on campus as an issue • Availability of child care for infants • Availability of child care for children with special needs	• Making child care a top priority on campus • Acknowledgement / understanding shown by supervisor • Making parents feel comfortable on campus • Availability of health insurance for children

Within each quadrant, attributes are listed in order of their CSMPact™ Score.

Those attributes highlighted in bold type are areas where an above-average number of customers indicate that when encountered, problems are not resolved satisfactorily.

Figure 34: Resource Allocation Priority Map – Staff

Minimal Problems *(High Gap Score / Below-Average Issue Affecting Parents Personally)* **Maintain Efforts Here**	**Top Priorities for Improvement** *(High Gap Score / Above-Average Issue Affecting Parents Personally)* **Concentrate Resources Here**
• Representation for / advocacy for parents • Availability child care for school age children • Having child friendly events on campus • Providing networking events for parents • Existing maternity leave policies • Availability of child care for children with special needs	• Placing a high value on a balance between work / school and family • Acknowledgement / understanding shown by supervisors • Flexibility of child care options • Making parents feel comfortable on campus • Providing parents information about OSU's child care programs, resources, and events
Low Priorities for Improvement *(Low Gap Score / Below-Average Issue Affecting Parents Personally)* **Maintain or Use Resources Elsewhere**	**Secondary Priorities for Improvement** *(Low Gap Score / Above-Average Issue Affecting Parents Personally)* **Allocate Resources if Available**
• Making child care a top priority on campus • Availability of space for children in OSU's child care facilities • Availability of child care subsidies • Recognizing parents on campus as an issue • Availability of child care for preschoolers • Availability of child care for infants • Availability of breastfeeding / pumping rooms	• Availability of health insurance for children • Availability of affordable child care • Availability of child care that fits my schedule • Existing Family Medical Leave Policies (e.g., leave for sick children) • Setting high standards for quality of child care programs and services • Overall availability of child care programs on campus

Within each quadrant, attributes are listed in order of their CSMPact™ Score.

Those attributes highlighted in bold type are areas where an above-average number of customers indicate that when encountered, problems are not resolved satisfactorily.

Figure 35: Resource Allocation Priority Map – Student

Minimal Problems *(High Gap Score / Below-Average Issue Affecting Parents Personally)* Maintain Efforts Here	Top Priorities for Improvement *(High Gap Score / Above-Average Issue Affecting Parents Personally)* Concentrate Resources Here
• Existing Family Medical Leave Policies (e.g., leave for sick children) • Having child friendly events on campus • Existing maternity leave policies • Availability of breastfeeding / pumping rooms • Availability of child care for infants	• Acknowledgement / understanding shown by professors • Placing a high value on a balance between work / school and family • Making parents feel comfortable on campus • Representation for / advocacy for parents • Providing parents information about OSU's child care programs, resources, and events • Overall availability of child care programs on campus
Low Priorities for Improvement *(Low Gap Score / Below-Average Issue Affecting Parents Personally)* Maintain or Use Resources Elsewhere	Secondary Priorities for Improvement *(Low Gap Score / Above-Average Issue Affecting Parents Personally)* Allocate Resources if Available
• Recognizing parents on campus as an issue • Availability of child care for preschoolers • Making child care a top priority on campus • Providing networking events for parents • Availability of space for children in OSU's child care facilities • • Availability of child care for school aged children • Availability of child care for children with special needs	• Availability of child care subsidies • Availability of child care that fits my schedule • Flexibility of child care options • Setting high standards for quality of child care programs and services • Availability of affordable child care

Within each quadrant, attributes are listed in order of their CSMPact™ Score.

Those attributes highlighted in bold type are areas where an above-average number of customers indicate that when encountered, problems are not resolved satisfactorily.

Appendix

Questionnaire

E-Mail Invitation

You are being invited to take part in a research study sponsored by Oregon State University (OSU). OSU is conducting a survey with faculty, staff, and students who are parents to determine the best way to utilize OSU funds and meet the wants & expectations of OSU parents. OSU has contracted with Opinion Research Northwest (www.nwrg.com) to assist in this effort.

OSU would like to involve a variety of parents in this process, so your unique input is greatly appreciated.

The information you provide during this research study will be kept strictly confidential. If the results of this project are published your identity will not be made public. If you decide to take part in the survey, it should be because you really want to volunteer. You will not lose any benefits or rights you would normally have if you choose not to volunteer. You can stop at any time during the study and still keep the benefits and rights you had before volunteering. If you decide not to take part in this study, your decision will have no effect on the quality of services you receive. You will not be treated differently if you decide to stop taking part in the study. You are free to skip any questions that you prefer not to answer. If you choose to withdraw from this study before it ends, the researchers may keep information collected about you and this information may be included in study reports.

The survey should take no more than 10 minutes to complete.

To complete this survey, click on the link below. Thank you for your participation in this important survey project.

Filter Logic Legend

TEXT	TRANSLATION
LE / <=	Less Than or Equal To
LT / <	Less Than
EQ / =	Equal
GT / >	Greater Than
GE / >=	Greater Than or Equal To
NE / <>	Not Equal To

INTRO!   Oregon State University is conducting a survey with faculty, staff, and students who are parents to determine the best way to utilize OSU funds and meet the wants & expectations of OSU parents. OSU has contracted with Opinion Research Northwest (www.nwrg.com) to assist in this effort.

OSU would like to involve a variety of parents in this process, so your unique input is greatly appreciated.

The information you provide during this research study will be kept strictly confidential. If the results of this project are published your identity will not be made public. If you decide to take part in the survey, it should be because you really want to volunteer. You will not lose any benefits or rights you would normally have if you choose not to volunteer. You can stop at any time during the study and still keep the benefits and rights you had before volunteering. If you decide not to take part in this study, your decision will have no effect on the quality of services you receive. You will not be treated differently if you decide to stop taking part in the study. You are free to skip any questions that you prefer not to answer. If you choose to withdraw from this study before it ends, the researchers may keep information collected about you and this information may be included in study reports.

The survey should take no more than 10 minutes to complete.

Thank you for your participation in this important survey project.

CHILD1   How many children do you have that are 17 or younger?

_____ Enter Number

     Expectant Parent

If you are an expectant parent please enter 0.

Enter 99 if you prefer not to answer [SKIP TO THANKNQ; DISPO 40]

CHILD1B   Are you expecting your first child?

1   Yes
2   No [SKIP TO THANKNQ; DISPO 40]
9   Prefer Not to Answer [SKIP TO THANKNQ; DISPO 40]

ROLE1   What is your role at OSU? **[PLEASE CHECK ALL THAT APPLY]**

1   Faculty member
2   Staff member
3   Student
7   Other (please specify)
8   None of the above [SKIP TO THANKNQ; DISPO 41]
9   Prefer not to answer [SKIP TO THANKNQ; DISP 41]

ROLE2 **[IF SUM of ROLE1 > 1]** What is your **primary** role at OSU?

1   Faculty member
2   Staff member
3   Student
7   Other (please specify)
8   None of the above [SKIP TO THANKNQ; DISPO 41]
9   Prefer not to answer [SKIP TO THANKNQ; DISPO 41]

ROLE3 Please indicate your highest level of education.

1   Doctorate Degree
2   Master's Degree or Professional Degree
3   Some Graduate
4   Bachelor's Degree
5   Some College *(Associates Degree)*
6   High School Degree or Less
7   Other (please specify)
9   Prefer not to answer

CHILD2 What is the age of your child / children?
[PULL NUMBER OF ROWS FROM CHILD1] *(CLEAR COMMAND FOR UNUSED ROWS)*

If expecting your first child, please type 0 months.

Please only include children under the age of 18 and respond in order from oldest to youngest child.

Please indicate if age is in month or year.

(PROGRAMMING NOTE: Years < 18 and Month < 24)

	Age of Child	Is that Months or Years?	Prefer not to answer
1st Born Child	_____	o Months o Years	o
2nd Born Child	_____	o Months o Years	o
3rd Born Child	_____	o Months o Years	o
4th Born Child	_____	o Months o Years	o

5th Born Child	_____	o Months o Years	o
6th Born Child	_____	o Months o Years	o
7th Born Child	_____	o Months o Years	o
8th Born Child	_____	o Months o Years	o
9th Born Child	_____	o Months o Years	o
10th Born Child	_____	o Months o Years	o

CHILD3 [If CHILD1B = 0 CAREAWAR] What portion of the time do / does your child / children live with you…?

[PULL NUMBER OF ROWS FROM CHILD1] *(CLEAR COMMAND FOR UNUSED ROWS)*

Child (in order from oldest to youngest)	**Full Time**	**Part Time**	**Not At All**	**Prefer not to answer**
[AGE OF CHILD (1st born)] yr old	o	o	o	o
[AGE OF CHILD (2nd born)] yr old	o	o	o	o
[AGE OF CHILD (3rd born)] yr old	o	o	o	o
[AGE OF CHILD (4th born)] yr old	o	o	o	o
[AGE OF CHILD (5th born)] yr old	o	o	o	o
[AGE OF CHILD (6th born)] yr old	o	o	o	o
[AGE OF CHILD (7th born)] yr old	o	o	o	o
[AGE OF CHILD (8th born)] yr old	o	o	o	o
[AGE OF CHILD (9th born)] yr old	o	o	o	o
[AGE OF CHILD (10th born)] yr old	o	o	o	o

Current Child Care Arrangements

CARE1   The first set of questions has to do with your current child care arrangements. During the school year, what type of child care do you use for each of your children?

 [PLEASE CHECK ALL THAT APPLY]

[PULL NUMBER OF ROWS FROM CHILD1] (CLEAR COMMAND FOR UNUSED ROWS)

Child (in order from oldest to youngest)	Parent (self / spouse)	Relative	Non-Relative	Child care center on OSU's campus	Child care center (not on OSU's campus)	Before and after school programs	Recreation / Sports	Child Takes Care of Self	Other (please specify)	Prefer not to answer
[AGE OF CHILD (1st born)] **yr old**	o	o	o	o	o	o	o	o	o	o
[AGE OF CHILD (2nd born)] **yr old**	o	o	o	o	o	o	o	o	o	o
[AGE OF CHILD (3rd born)] **yr old**	o	o	o	o	o	o	o	o	o	o
[AGE OF CHILD (4th born)] **yr old**	o	o	o	o	o	o	o	o	o	o
[AGE OF CHILD (5th born)] **yr old**	o	o	o	o	o	o	o	o	o	o
[AGE OF CHILD (6th born)] **yr old**	o	o	o	o	o	o	o	o	o	o
[AGE OF CHILD (7th born)] **yr old**	o	o	o	o	o	o	o	o	o	o
[AGE OF CHILD (8th born)] **yr old**	o	o	o	o	o	o	o	o	o	o
[AGE OF CHILD (9th born)] **yr old**	o	o	o	o	o	o	o	o	o	o
[AGE OF CHILD (10th born)] **yr old**	o	o	o	o	o	o	o	o	o	o

CARE2   During the school year, where is your child care located for each of your children?

[PLEASE CHECK ALL THAT APPLY]

.
[PULL NUMBER OF ROWS FROM CHILD1] *(CLEAR COMMAND FOR UNUSED ROWS)*

Child (in order from oldest to youngest)	Child's Home	Other Parents Home	Other Private Home	Child care center on OSU's campus	Child care center (not on OSU's camus)	Church Synagogue or other religious	Parent's Workplace	Community Center	Other (please specify)	Prefer not to answer
[AGE OF CHILD (1st born)] **yr old**	o	o	o	o	o	o	o	o	o	o
[AGE OF CHILD (2nd born)] **yr old**	o	o	o	o	o	o	o	o	o	o
[AGE OF CHILD (3rd born)] **yr old**	o	o	o	o	o	o	o	o	o	o
[AGE OF CHILD (4th born)] **yr old**	o	o	o	o	o	o	o	o	o	o
[AGE OF CHILD (5th born)] **yr old**	o	o	o	o	o	o	o	o	o	o
[AGE OF CHILD (6th born)] **yr old**	o	o	o	o	o	o	o	o	o	o
[AGE OF CHILD (7th born)] **yr old**	o	o	o	o	o	o	o	o	o	o
[AGE OF CHILD (8th born)] **yr old**	o	o	o	o	o	o	o	o	o	o
[AGE OF CHILD (9th born)] **yr old**	o	o	o	o	o	o	o	o	o	o
[AGE OF CHILD (10th born)] **yr old**	o	o	o	o	o	o	o	o	o	o

CARE7   Approximately, how much do you currently pay per **month** for child care <mark>per child</mark>? Please answer for each of your children.
Please enter 9999 if you prefer not to answer.
[PULL NUMBER OF ROWS FROM CHILD1] *(CLEAR COMMAND FOR UNUSED ROWS]*

Child **(in order from oldest to youngest**	**Dollars** **(Enter in Whole Dollars; Use Best Estimate**	Prefer not to answer
[AGE OF CHILD (1st born)] **yr old**	_____	o
[AGE OF CHILD (2nd born)] **yr old**	_____	o
[AGE OF CHILD (3rd born)] **yr old**	_____	o
[AGE OF CHILD (4th born)] **yr old**	_____	o
[AGE OF CHILD (5th born)] **yr old**	_____	o
[AGE OF CHILD (6th born)] **yr old**	_____	o
[AGE OF CHILD (7th born)] **yr old**	_____	o
[AGE OF CHILD (8th born)] **yr old**	_____	o
[AGE OF CHILD (9th born)] **yr old**	_____	o
[AGE OF CHILD (10th born)] **yr old**	_____	o

CARE3   On average, how many **hours per week** does each of your children spend in child care during the school year and during the summer? Please answer for each of your children.
[PULL NUMBER OF ROWS FROM CHILD1] *(CLEAR COMMAND FOR UNUSED ROWS)*

Child **(in order from oldest to youngest**	**School Year**	**Summer**	Prefer not to answer
	Average Hours Per Week (Use Best Estimate)		
[AGE OF CHILD (1st born)] **yr old**	_____	_____	o
[AGE OF CHILD (2nd born)] **yr old**	_____	_____	o
[AGE OF CHILD (3rd born)] **yr old**	_____	_____	o
[AGE OF CHILD (4th born)] **yr old**	_____	_____	o
[AGE OF CHILD (5th born)] **yr old**	_____	_____	o
[AGE OF CHILD (6th born)] **yr old**	_____	_____	o
[AGE OF CHILD (7th born)] **yr old**	_____	_____	o
[AGE OF CHILD (8th born)] **yr old**	_____	_____	o
[AGE OF CHILD (9th born)] **yr old**	_____	_____	o
[AGE OF CHILD (10th born)] **yr old**	_____	_____	o

CARE5A   **[IF CARE3 > 1]** During the school year, which part(s) of the day do you use childcare?

[PLEASE CHECK ALL THAT APPLY FOR EACH OF YOUR CHILDREN]
[PULL NUMBER OF ROWS FROM CHILD1] *(CLEAR COMMAND FOR UNUSED ROWS)*

Child **(in order from oldest to youngest**	Day	Evening	Before School Care	After School Care	Weekend	Prefer not to answer
[AGE OF CHILD (1st born)] **yr old**	o	o	o	o	o	o
[AGE OF CHILD (2nd born)] **yr old**	o	o	o	o	o	o
[AGE OF CHILD (3rd born)] **yr old**	o	o	o	o	o	o
[AGE OF CHILD (4th born)] **yr old**	o	o	o	o	o	o
[AGE OF CHILD (5th born)] **yr old**	o	o	o	o	o	o
[AGE OF CHILD (6th born)] **yr old**	o	o	o	o	o	o
[AGE OF CHILD (7th born)] **yr old**	o	o	o	o	o	o
[AGE OF CHILD (8th born)] **yr old**	o	o	o	o	o	o
[AGE OF CHILD (9th born)] **yr old**	o	o	o	o	o	o
[AGE OF CHILD (10th born)] **yr old**	o	o	o	o	o	o

CARE5B   Are there times of the day when you need child care that it is not available?

[PLEASE CHECK ALL THAT APPLY]
[PULL NUMBER OF ROWS FROM CHILD1] *(CLEAR COMMAND FOR UNUSED ROWS)*

Child **(in order from oldest to youngest**	No	Day	Evening	Before School Care	After School Care	Weekend	Prefer not to answer
[AGE OF CHILD (1st born)] **yr old**	o	o	o	o	o	o	o
[AGE OF CHILD (2nd born)] **yr old**	o	o	o	o	o	o	o
[AGE OF CHILD (3rd born)] **yr old**	o	o	o	o	o	o	o
[AGE OF CHILD (4th born)] **yr old**	o	o	o	o	o	o	o
[AGE OF CHILD (5th born)] **yr old**	o	o	o	o	o	o	o
[AGE OF CHILD (6th born)] **yr old**	o	o	o	o	o	o	o
[AGE OF CHILD (7th born)] **yr old**	o	o	o	o	o	o	o
[AGE OF CHILD (8th born)] **yr old**	o	o	o	o	o	o	o
[AGE OF CHILD (9th born)] **yr old**	o	o	o	o	o	o	o
[AGE OF CHILD (10th born)] **yr old**	o	o	o	o	o	o	o

CAREAWAR Which of the following child care programs on OSU's campus have you heard of? **[PLEASE CHECK ALL THAT APPLY]**
  1   KinderCare
  2   Growing Oaks
  3   KidSpirit
  4   Library Drop Off Care
  5   Bates Early Child care Program
  6   I haven't heard of any
  7   Other **(Specify)**
  9   Prefer not to answer

CARE4   [If CHILD1B = 0 skip to CARE6A] **[IF CARE1 = 4 or CARE2=4]** Which child care programs on OSU's campus do you use?
         [PLEASE CHECK ALL THAT APPLY]
  1   KinderCare
  2   Growing Oaks
  3   KidSpirit
  4   Library Drop Off Care
  5   Bates Early Child care Program
  7   Other **(Specify)**
  9   Prefer not to answer

CARE4A   **[IF CARE1 = 4 or CARE2=4]** How satisfied are you with the OSU child care programs that you use?
  5   Very Satisfied
  4   Somewhat Satisfied
  3   Neither Satisfied nor Dissatisfied
  2   Somewhat Dissatisfied
  1   Very Dissatisfied
  9   Prefer not to answer

CARE4B   **[IF CARE1 = 4 or CARE2=4]** Would you recommend the OSU child care programs that you use to others?
  5   Definitely Would Recommend
  4   Probably Would Recommend
  3   Would Neither Recommend Nor Not Recommend
  2   Probably Would Not Recommend
  1   Definitely Would Not Recommend
  9   Prefer not to answer

CARE4C   **[IF CARE4A LE 2]** Why are you dissatisfied with the OSU child care programs that you use?

OPEN ENDED COMMENT BOX

CARE6A   Have you ever been on a child care waiting list while affiliated with OSU?

1   Yes
2   No
9   Prefer not to answer

CARE6B   **[IF CARE6A = 1]** Which child care program were you on the waiting list for?

1   KinderCare
2   Growing Oaks
3   KidSpirit
4   Library Drop Off Care
5   Bates Early Child care Program
7   Other **(Specify)**
9   Prefer not to answer
6   ***First Presbyterian***

CARE6C   **[IF CARE6A = 1 AND CARE6B LE 5]** How long were you on the waiting list for [CARE6B]?

[PULL NUMBER OF ROWS FROM CHILD1] *(CLEAR COMMAND FOR UNUSED ROWS)*

Child **(in order from oldest to youngest**	0-3 months	3-6 months	6 – 9 months	9 – 12 months	1 year or more	Prefer not to answer
[AGE OF CHILD (1st born)] **yr old**	o	o	o	o	o	o
[AGE OF CHILD (2nd born)] **yr old**	o	o	o	o	o	o
[AGE OF CHILD (3rd born)] **yr old**	o	o	o	o	o	o
[AGE OF CHILD (4th born)] **yr old**	o	o	o	o	o	o
[AGE OF CHILD (5th born)] **yr old**	o	o	o	o	o	o
[AGE OF CHILD (6th born)] **yr old**	o	o	o	o	o	o
[AGE OF CHILD (7th born)] **yr old**	o	o	o	o	o	o
[AGE OF CHILD (8th born)] **yr old**	o	o	o	o	o	o
[AGE OF CHILD (9th born)] **yr old**	o	o	o	o	o	o
[AGE OF CHILD (10th born)] yr old	o	o	o	o	o	o

CARE$1A Thinking about the quality of child care services you would like to receive what do you feel is a reasonable amount, **per month,** you would pay for this quality of child care service?

    ____   [ENTER TOTAL MONTHLY AMOUNT IN DOLLARS]

    8888   DON'T KNOW

    9999   REFUSED

CARE$1B What is the maximum amount you would be willing to pay **per month** to get the quality of child care services you would like to receive? [AS NEEDED: This is the amount where you would pay and be a bit unhappy but would not complain.]

    ____   [ENTER TOTAL MONTHLY AMOUNT IN DOLLARS] **PROGRAMMING NOTE: This amount should be larger than CARE$1A**

    8888   DON'T KNOW

    9999   REFUSED

CARE$1C At what amount would the cost of child care be so high that you would not be able to enroll your child in child care?

    ____   [ENTER TOTAL MONTHLY AMOUNT IN DOLLARS]**PROGRAMMING NOTE: This amount should be larger than CARE$1B**

    8888   DON'T KNOW

    9999   REFUSED

CARE$1D At what amount would the child care be so low that you would question the quality of service you would be getting?

    ____   [ENTER TOTAL MONTHLY AMOUNT IN DOLLARS]**PROGRAMMING NOTE: This amount should be the same as or smaller than CARE$1A**

    8888   DON'T KNOW

    9999   REFUSED

CARE8 **[IF CARE3 > 1]** [If CHILD1B = 0 skip to OSUINT]In general, to what extent do you agree or disagree with each of the following statements concerning your child's caregiver? Please click the button for your response.

	Strongly Disagree	Somewhat Disagree	Neither Agree Nor Disagree	Somewhat Agree	Strongly Agree	Not Sure	Prefer Not to Answer
My caregiver is highly skilled	o	o	o	o	o	o	
My caregiver provides a safe environment for my child	o	o	o	o	o	o	o
My caregiver provides an educational environment for my child	o	o	o	o	o	o	o
My caregiver understands my job / school and what goes on for me at work / school	o	o	o	o	o	o	o
My caregiver is reliable	o	o	o	o	o	o	o
My caregiver is flexible	o	o	o	o	o	o	o
My caregiver is affordable	o	o	o	o	o	o	o
I am satisfied with the quality of care provided by my caregiver	o	o	o	o	o	o	o
I would recommend my caregiver to a friend or relative	o	o	o	o	o	o	o

Personal Challenges and Experiences

CHALL1   To what extent are each of the following a barrier or personal challenge related to parenting that makes it difficult for you to fully succeed in work or school?   Please click the button for your response.

	Not A Barrier At All	A Minor Barrier	Somewhat A Barrier	Major Barrier	Prefer Not to Answer
Shortage of time	o	o	o	o	o
Inflexible work hours	o	o	o	o	o
Inflexible child care hours	o	o	o	o	o
Lack of understanding / cooperation from supervisors	o	o	o	o	o
Lack of understanding / cooperation from professors	o	o	o	o	o
Lack of Information/assistance from Human Resources Department	o	o	o	o	o
Lack of child care solutions	o	o	o	o	o
Absence of breast pumping / feeding rooms	o	o	o	o	o
Low standards at child care centers	o	o	o	o	o
Other (Specify)	o	o	o	o	o

CHALL3   As a **[SHOW ROLE1 if ROLE2=0, SHOW ROLE2 if ROLE1>2]** parent, when you have to attend work or school, which parts of the year are the most challenging / stressful for you?   Check all that apply.

    1   Finals week *(Midterms / Test)*
    2   Summer
    3   Holidays (Breaks)
    4   Days when my child is off school
    7   Other **(please specify)**
    8   None of the above
    9   Prefer not to answer
    10   *Meeting Deadlines*
    11   *When Children are sick*
    12   *Childcare provider isn't available*

CHALL4   As a **[SHOW ROLE1 if ROLE2=0, SHOW ROLE2 if ROLE1>2]** parent, when thinking about your child care arrangements which part of the day is most challenging / stressful for you? Check all that apply.

    1   Day
    2   Evening
    3   Night
    4   Early Morning
    5   Afternoon (after school care)
    7   Other **(Specify)**
    8   None of the above
    9   Prefer not to answer

Ratings of Family Related Programs and Resources at OSU

OSU1   The next set of questions has to do specifically with Family related programs and resources at Oregon State University. For each of the following, please rate Oregon State University as poor, fair, good, or excellent. Please click the button for your response. (How would you rate OSU in terms of (the) …?)

[PROGRAMMING NOTE: We will need multiple screens to accommodate these questions. We will want to try to group like questions together. I have started that effort (A,B,C). For each section, order of delivery should be randomized.]

	Poor	Fair	Good	Excellent	Don't Know	Prefer Not to Answer
(A) Placing a high value on a balance between work / school and family	o	o	o	o	o	o
(A) Making parents feel comfortable on campus	o	o	o	o	o	o
(A) Recognizing parents on campus	o	o	o	o	o	o
(A) [STUDENTS] Acknowledgement / understanding shown by professors	o	o	o	o	o	o
(A) [FACULTY / STAFF] Acknowledgement / understanding shown by supervisors	o	o	o	o	o	o
(A) Representation for / advocacy for parents	o	o	o	o	o	o
(B) Making child care a top priority on campus	o	o	o	o	o	o
(B) Overall availability of child care programs on campus	o	o	o	o	o	o
(B) Availability of child care for infants	o	o	o	o	o	o
(B) Availability of child care for preschoolers	o	o	o	o	o	o

	Poor	Fair	Good	Excellent	Don't Know	Prefer Not to Answer
(B) Availability of child care for school age children	o	o	o	o	o	o
(B) Availability of child care for children with special needs	o	o	o	o	o	o
(B) Availability of space for children in OSU's child care facilities	o	o	o	o	o	o
(C) Setting high standards for quality of child care programs and services	o	o	o	o	o	o
(C) Flexibility of child care options	o	o	o	o	o	o
(C) Availability of child care that fits my schedule	o	o	o	o	o	o
(C) Availability of affordable child care	o	o	o	o	o	o
(C) Availability of child care subsidies	o	o	o	o	o	o
(D) Providing parents information about OSU's child care programs, resources, and events	o	o	o	o	o	o
(D) Having child friendly events on campus	o	o	o	o	o	o
(D) Providing networking events for parents	o	o	o	o	o	o
(D) Availability of health insurance for children	o	o	o	o	o	o
(D) Existing maternity leave policies	o	o	o	o	o	o
(D) Existing Family Medical Leave Policies (e.g., leave for sick children)	o	o	o	o	o	o
(D) Availability of breast feeding / pumping rooms	o	o	o	o	o	o

Child Care Issues / Challenges

ISSUE1   Next, we are going to show you this same list. However, this time we would like you to indicate to what extent each of these items is an issue for you personally. For each of the following items, please click the button to indicate where this is a major, a moderate, a minor issue or not an issue at all for you personally.

[PROGRAMMING NOTE: We will need multiple screens to accommodate these questions. We will want to try to group like questions together. I have started that effort (A,B,C). For each section, order of delivery should be randomized.]

	Not an Issue	Minor Issue	Moderate Issue	Major Issue	Don't Know	Prefer Not to Answer
(A) Placing a high value on a balance between work / school and family	o	o	o	o	o	o
(A) Making parents feel comfortable on campus	o	o	o	o	o	o
(A) Recognizing parents on campus	o	o	o	o	o	o
(A) [STUDENTS] Acknowledgement / understanding shown by professors	o	o	o	o	o	o
(A) [FACULTY / STAFF] Acknowledgement / understanding shown by supervisors	o	o	o	o	o	o
(A) Representation for / advocacy for parents	o	o	o	o	o	o
(B) Making child care a top priority on campus	o	o	o	o	o	o
(B) Overall availability of child care programs on campus	o	o	o	o	o	o
(B) Availability of child care for infants	o	o	o	o	o	o
(B) Availability of child care for preschoolers	o	o	o	o	o	o
(B) Availability of child care for school age children	o	o	o	o	o	o
(B) Availability of child care for children with special needs	o	o	o	o	o	o
(B) Availability of space for children in OSU's child care facilities	o	o	o	o	o	o
(C) Setting high standards for quality of child care programs and services	o	o	o	o	o	o
(C) Flexibility of child care options	o	o	o	o	o	o
(C) Availability of child care that fits my schedule	o	o	o	o	o	o
(C) Availability of affordable child care	o	o	o	o	o	o
(C) Availability of child care subsidies	o	o	o	o	o	o
(D) Providing parents information about OSU's child	o	o	o	o	o	o

	Not an Issue	Minor Issue	Moderate Issue	Major Issue	Don't Know	Prefer Not to Answer
care programs, resources, and events						
(D) Having child friendly events on campus	o	o	o	o	o	o
(D) Providing networking events for parents	o	o	o	o	o	o
(D) Availability of health insurance for children	o	o	o	o	o	o
(D) Existing maternity leave policies	o	o	o	o	o	o
(D) Existing Family Medical Leave Policies (e.g., leave for sick children)	o	o	o	o	o	o
(D) Availability of breast feeding / pumping rooms	o	o	o	o	o	o

HUMAN RESOURCES DEPARTMENT

HRD1   Have you ever contacted OSU's Human Resources Department for information / assistance on child care programs, maternity leave, child care subsidies, or other matters related to parenting?

1   Yes
2   No **[SKIP TO WRAP1]**
9   Prefer not to answer

HRD2   **[IF HRD1 = 1]**What did you contact the Human Resources Department for? Please select all that apply?

1   Child care programs
2   Child care subsidies
3   Maternity Leave
4   Family Medical Leave
5   University Policies / Handbooks
7   Other **(Specify)**
9   Prefer not to answer

HRD3   **[IF** HRD1 = 1]Please rate the Human Resource's Department at OSU as poor, fair, good, or excellent.

4 Excellent
3 Good
2 Fair
1 Poor
8 Don't Know
9 Prefer Not to Answer

HRD4   **[IF** HRD3 **= 1 or 2]**What specific problems or concerns did you have with the Human Resource's Department at OSU?

OPEN ENDED COMMENT BOX

1 Lack of knowledge

2 No direct response / get passed from person to person

3 Unhelpful / No Support / No assistance

4 Problems with getting accurate / consistent information

5 Untimely responses

7 Other

WRAP-UP

WRAP1   What one thing could OSU do that would enhance your ability to do your **[SHOW ROLE1 if ROLE2=0, SHOW ROLE2 if ROLE1>2] [IF ROLE1 or ROLE2 =1 or 2 SHOW JOB, IF ROLE1 or ROLE2 = 3 SHOW SCHOOL WORK]** more effectively as a **[SHOW ROLE1 if ROLE2=0, SHOW ROLE2 if ROLE1>2]** parent?

OPEN ENDED COMMENT BOX

1. *Reduce Childcare Cost*

2. *Increase Salaries*

3. *Higher quality childcare*

4. *More information about childcare programs (hand outs, pamphlets, website)*

5. *Childcare providers with more flexible hours*

6. *More subsidiaries / tuition incentives*

7. *More breast feeding / pumping rooms*

8. *Professors and bosses should be more understanding / life balance*

9. *More programs like the library program*

10. *More flexible works schedules / flex time*

11. *More online courses*

12. *Better maternity leave policies*

13. *Better Benefits – health insurance, sick leave, etc.*

14. *Drop Off Care*

15. *After school / Evening care*

16. *Early Morning Care*

17. *Provide childcare on extended campuses*

18. *Child care for school age children*

19. *More child care available / accessible on campus*

20. Childcare for "days off"

ABOUT YOU

YOUINT   Finally, I am going to ask you a couple questions about you. These questions are used only to group your responses with people similar to yourself. Your responses will be kept strictly confidential and are used for analysis purposes only. You will not be recontacted in any way based on your responses to these questions.

YOU1   How many years have you been in your current position at OSU as a **[SHOW ROLE1 if ROLE2=0, SHOW ROLE2 if ROLE1>2]**?

 ___   ENTER NUMBER OF YEARS
 999   PREFER NOT TO ANSWER

GENDER   What is your gender?
 1   Female
 2   Male
 3   Other **(Please Specify)**
 9   Prefer not to answer

AGE1   What is your age?

 ___   ENTER AGE [SKIP TO D4]
 999   PREFER NOT TO ANSWER

AGE2   **[IF AGE1 = 999]** Which of the following categories does your age fall into?

 1   18-24
 2   25-34
 3   35-44
 4   45-54
 5   55-64, or
 6   65 or over
 9   Prefer not to answer

YOU2A   Is there another person that shares parenting responsibilities with you?

 1   Yes
 2   No
 9   Prefer not to answer

YOU2B   [IF YOU2A EQ 1] Does that person live in your household?

1   Yes
2   No
9   Prefer not to answer

INTRN   Are you an international [SHOW ROLE1 if ROLE2=0, SHOW ROLE2 if ROLE1>2]?

1   Yes
2   No
9   Prefer not to answer

RACE   What race and / or ethnicity do you identify with? **[PLEASE CHECK ALL THAT APPLY]**

1   White or Caucasian
2   Black or African American
3   American Indian or Alaskan Native
4   Asian or Pacific Islander
7   Some Other Race [SPECIFY:]
9   Prefer not to answer

INCOME1   Finally, from the following broad categories of yearly household income choose the one that best represents your total combined income before taxes of all members of this household during 2006.

1    $10,000 per year or below
2    $10,000 to $24,999
3    $25,000 to $49,999
4    $50,000 to $74,999
5    $75,000 to $99,999
6    $100,000 or more
9   Prefer not to answer

EMAIL   We may be conducting further research like this in the future. Could you please provide your email address if you are interested in participating in additional research. Thank you!

_____

THANK   Thank you for completing the survey. Your feedback will help OSU improve its services and resources to parents. Have a good day / evening.

THANKNQ   I'm sorry but we are only interviewing people who are affiliated with OSU and have children. Have a good day / evening.