

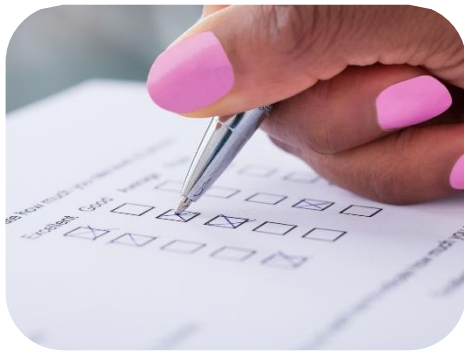
Family Feedback

Relevant Satellite Accreditation Standards

I. Interactions and Relationships

C. The provider strives for effective and open communication with parents.

8. At least once a year the provider seeks feedback from parents about their experience in the family child care home.



The Basics

Strong partnerships with families in early learning environments are bidirectional, meaning families and educators exchange ideas and perspectives in relation to the program. Educators provide opportunities for families to share their satisfaction level by intentionally seeking feedback through an annual written evaluation.

Why seek family feedback? Feedback promotes an educator's professional *confidence*, *reflection*, and *growth* through identifying strengths and areas of improvement (Hardavella et al., 2017). Annual family feedback surveys support enrollment retention by offering an opportunity to recognize and address concerns before issues escalate (Copeland, 2019). In addition, positive family feedback may be used as powerful testimonials for prospective families.

How do I seek family feedback? All families are unique in their comfort providing feedback, so offer anonymous surveys to receive honest evaluations. Plan and communicate how you will use the collected information with families. Ask targeted open-ended questions to extract desired information, such as...

- ❖ What do you like best about the program?
- ❖ What would help improve the care of your child?
- ❖ Would you recommend the program to another family, and if so, why?

Closed-ended questions, such as "rate your level of satisfaction with the program's policies," provide an additional opportunity for families to offer feedback on specific components of the program, such as guidance practices, child care environment, and educator communication. Finally, make the survey accessible to all families by including responsive language and format options (For example, offering it in Spanish and English, using family-friendly language, and providing hard copy and digital options).

I want to learn more!

- [Sample Family Survey for Pyramid Model Early Care and Education Programs \(Resource\)](#)
- [How to Protect Yourself When a Parent Leaves \(Article\)](#)
- [Five Rs for Promoting Positive Family Engagement \(Article\)](#)
- [How to Write a Parent Feedback Survey and Why You Need to Do One! \(Article\)](#)

Books available through Satellite's lending library:

(for Satellite participating programs only)

- *Build it Strong! How to Make Your Child Care Business Thrive from Start-Up to Retirement* (Drew, 2023)
- *Family Child Care Business Planning Guide* (Copeland, 2008)
- *From Survive to Thrive: A Director's Guide for Leading an Early Childhood Program* (Chin Ponte, 2018)

