The questions we explored
Data collected about the following products:

Which of the following solutions did you consider? Select all that apply.

- BrightWheel
- HiMama
- Procare
- Smartcare
- EZcare
- Educa
- Storypark
- Seesaw
- Other (please specify)

- Lifecubby
- Kinderline
- Kangaroo Time
- Tadpoles
- Jackrabbit
- KidReports
- Daycare Works
- Kaymbu

Whether you have chosen software or just had it given to you, have you ever used any of the following solutions? If more than one product applies, please select the one used most often.

- KidKare
- Sandbox
- Bloomz
- DOCit
- Ready Rosie
- Parent Square
Processes and influences for selection

**Why did you START looking for software?**
Check all that apply.

- [ ] Teacher or staff requests
- [ ] Board members’ requests
- [ ] Current parents’ requests
- [ ] Prospective families’ requests
- [ ] Other (please specify)

**Did the following marketing efforts impact your decision to purchase or not purchase the software?**

<table>
<thead>
<tr>
<th>Marketing Effort</th>
<th>More likely to adopt</th>
<th>No effect at all</th>
<th>Less likely to adopt</th>
<th>NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company website</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Product demonstration</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Free trial</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Free ebook, webinar, or video</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertisement</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Email offers</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other (please specify)</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

**What influence did the following people have on the decision to adopt or not adopt the software?**

<table>
<thead>
<tr>
<th>Influence Source</th>
<th>More likely to adopt</th>
<th>No effect at all</th>
<th>Less likely to adopt</th>
<th>NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experts</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Conference presenter</td>
<td></td>
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<tr>
<td>Salesperson</td>
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</tr>
<tr>
<td>Colleague</td>
<td></td>
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</tr>
<tr>
<td>Staff</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Parents</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

**Who else particularly influenced your choice?**

11/18/2019
Roles in selection process

What best describes your role in the purchasing process?

- Final decision
- Team leader
- Technology leader
- Recommend/specify
- Part of the team
- Other (please specify)

Ultimately, did you or your group choose to adopt software?

- Yes
- No

What was the most important reason for your decision?
About non-adopters

Why don't you use these software products? Check all that apply.

☐ Too complicated
☐ Cost
☐ Lack of staff training
☐ Lack of hardware or internet
☐ Did not like the options
☐ Other (please specify)

☐ Use office suite or other products.
☐ I have never had the opportunity.
☐ I don't need it.
☐ I avoid technology.

If issues were solved, how interested would you be in this kind of software?

☐ Not interested
☐ Somewhat interested
☐ Very Interested

What would be the most important reason to use one of these software products?
Software ratings

How likely is it that you would recommend this software to a colleague?

Not at all likely | Extremely likely
---|---
0 | 10
1 | 9
2 | 8
3 | 7
4 | 6
5 | 5
6 | 4
7 | 3
8 | 2
9 | 1
10 | 0

Please rate your level of satisfaction with the quality of the software.

<table>
<thead>
<tr>
<th>Feature</th>
<th>Very Unsatisfied</th>
<th>Neutral</th>
<th>Very Satisfied</th>
<th>NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Range of features</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reliability</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Frequency of enhancements</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Value for cost</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Delivers as promised</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please rate your level of satisfaction with the following elements of customer service.

<table>
<thead>
<tr>
<th>Service</th>
<th>Very Unsatisfied</th>
<th>Neutral</th>
<th>Very Satisfied</th>
<th>NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speed correcting issues</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Technical support</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>On-boarding or initial training</td>
<td></td>
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<tr>
<td>Ongoing training</td>
<td></td>
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<td></td>
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<tr>
<td>Self-help options</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>
Use of Features

Which features do you find most useful to administrative staff? Check all that apply.

- Family communication
- Photo and video sharing
- Child portfolios
- Billing and payment collection
- Curriculum planning
- Other (please specify)
- Documentation
- Employee management
- Enrollment management
- Attendance
- Family check-in/out
- Subsidy management
- Reporting
- Mobile app
- Teacher portfolios
- None of the above

Which features do you find most useful to parents? Check all that apply.

- Family communication
- Photo and video sharing
- Child portfolios
- Other (please specify)
- Billing and payment collection
- Subsidy management
- Attendance
- Mobile app
- Teacher portfolios
- None of the above

Do you intend to continue using this product in the next 12 months?

- Yes
- Still deciding
- No
- Not part of the decision

What feature(s) would or did cause you to change software?

- Family communication
- Photo and video sharing
- Child portfolios
- Enrollment management
- Attendance
- Family check-in/out
- Subsidy management
- Reporting
- Mobile app
- Teacher portfolios
- None of the above

11/18/2019
Renewal

Do you intend to continue using this product in the next 12 months?

- Yes
- No
- Still deciding
- Not part of the decision

What feature(s) would or did cause you to change software?
* Do you use another software/app for program management or family engagement?

- [ ] Yes
- [ ] No

Evaluation cycle repeats
Demographics

For which type of program do you currently work?

- Child care program
- Head Start
- Early Head Start
- State-run pre-K
- Other (please specify)

Geography determined by IP address

Please provide the following information about your program considering the entire organization:

Number of locations

Number of slots for children

How many years have you worked in early childhood care/education?
Whole number only

In what year were you born? (enter 4-digit birth year; for example, 1976)
Open field for unsolicited comments

One final question:
Is there anything else you would like to add about the survey or about these products?
For more information

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