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| SLCC Logo | Child Care & Family Services |
| 2022-2023 ANNUAL ASSESSMENT  SUMMARY OF RESULTS |

Project (Assessment) Title: What does our Faculty know about Child Care & Family Services?

College-wide Strategic Goal

1. Increase Student Completion

4. Achieve equity in student participation and completion

Assessment Overview

With the support of Data Science and Analytics we planned to re-assess the knowledge base of our own Faculty and Staff to determine what they know about our services, if any. Faculty have personal connections with students, who may or may not have access to the wealth of services offered at the College, including Child Care. We had planned on doing this survey again with hopes that our internal marketing had increased knowledge base of our services. Marketing our services internally and externally has not moved as quickly as hoped, and as a result surveying again would be premature. Thus far we have had several TV spots for prospective students, met with the A&D Counsel, and in June we received our advertising campaign. After the Summer Marketing Plan has been enacted, we will re-survey the Faculty. The advertising campaign will be included in this document below in the Notes.

Methodology (Plan/Method)

Target Audience: Faculty and Staff of Salt Lake Community College

In collaboration with Data Science & Analytics surveys will be distributed to staff and faculty to answer the following questions

1. Do you know that Salt Lake Community College has Child Care services? (yes, no, I don’t know)
2. Please mark all of the Campus locations which have child care services (Meadowbrook, Jordan Campus, Miller, Redwood, West Valley, Library Square, South City Campus, West Point)
3. Please mark the people who receive child care services at our locations (students, staff, faculty, Head Start Families, and/or community members).
4. Do you know what the voucher program is and who can use it to pay for their cost of child care while they attend classes?
5. Can income eligible students get free child care (yes, no, I am not sure)
6. Do you know the difference between Child Care & Family Services, and the Eccles Lab School? (yes, no)
7. What ages of children are served at our child cares? (I don’t know, birth-12, birth-6, birth-Kindergarten, 2-5 year olds)
8. What ages of children are served at the Eccles Lab School (I don’t know, birth-12, birth-6, birth-Kindergarten, 2-5 year olds)
9. If you knew more about child care do you have students that you can convey the services to? (yes, no)
10. Do you know who to contact if students need help with child care services, and cost? (yes, no)
11. What is your gender? (male, female, I do not identify as male or female, I prefer not to answer)
12. What is your age range? (16-20, 20-30, 30-40, 40-50, 50- older)
13. What is your race/ethnicity? (American Indian or Alaska Native, Asian, Black or African American, Hispanic or Latino, Native Hawaiian or Other Pacific Islander, White, More than one race or ethnicity)

Plan to Disaggregate Data by Race/Ethnicity

The demographics of the answering staff/faculty will be collected. The data will be collected and analyzed to determine any difference in experience based on race and ethnicity.

Timeline

The survey will be distributed at the beginning of Fall 2023 after the Summer Marketing Plan has taken place.

Sept: Meet with Data Science & Analytics to develop survey and refine questions.

Oct: Administer the survey

Nov: Analyze results and disaggregate data by race/ethnicity

Dec: Write final assessment and plan for appropriate action

Results/Finding (Disaggregated by race/ethnicity)

The results of our Media campaign will follow after we have completed it.

Action Plan (Use of Results/Improvements/Call to Action)

Our call to action is to complete the Media plan to communicate internally with our own staff and faculty prior to re-surveying.

Other Notes:

The following information is our Marketing Plan for the summer.

SLCC Childcare Services PR & Marketing Plan Summer 2023

Objective

Promote the message that it is a great time for Utah parents to go to school at SLCC because of all the funding opportunities to help pay for childcare.

Information

Childcare locations at SLCC

Eccles Lab School, Taylorsville Redwood Campus

Tim & Brenda Huval Child Care Center at South City Campus. (Newly renovated space).

Jordan Center Child Care, Jordan Campus

Childcare vouchers

The Child Care Voucher Assistance Program supports low-income students by supplementing the cost of childcare so students can attend class and focus on their coursework.

A parent student’s eligibility amount is based on their financial aid eligibility, the number of credit hours in which they are enrolled, and the number of children enrolled in childcare. The maximum amount awarded is $2,500 per semester per student.

Additional Funding

Additional federal funding for the next four years with the CCAMPIS Grant (Child Care Access Means Parents in School Program) which is being administered at South City Campus. This funding reduces the cost of childcare by up to 68% so that most students will not pay any out-of-pocket for childcare.

Generous donors help to reduce childcare costs at other locations.

Additional funding for students who are in CTE (Career and Technical Education) programs through the Perkins Grant dollars.

Contact

801-957-3070

slcc.edu/childcare

Target Audience

Current and potential SLCC Students with children.

Demographics

* The average age of student parents is slightly higher than the average of 22 years old.
* Student parents live on tight budgets and are likely to work while going to school.

Appeal: Intellectual and emotional appeal

* Fact Sheet
* Highlight benefits of childcare services
* Success stories

Strategies & Tactics

1. Use a wide range of communication channels to increase reach. Increase awareness publicly and internally about SLCC Childcare Services using a combination of digital and traditional marketing efforts.

Channels

* Social Media
* Digital Signs
* Globe Ad
* Email
* SLCC Today
* Canvas Announcement
* Internal Newsletters
* Print (posters, post cards)
* Radio (Possible earned media?)
* Radio liners

1. Increase public knowledge about SLCC’s Childcare Services and build trust in the quality of the program.

* Keep messaging consistent by producing a One Sheet to post on the Childcare web page and as a basis for producing assets.
* Build credibility by sharing success stories from happy parents and children.
* Leverage SLCCSA’s direct reach and peer-to-peer influence by asking them to do an email blast.
* Hold Informational open houses to allow parents to meet our staff and learn more about our approach to childcare.

1. Evaluate and adjust the marketing and communications plan as needed.

* Collect feedback from parents about how they heard about childcare services at SLCC.
* Collect feedback from parents about their communication preferences.
* Build the questions into the registration process.