

2024 NSECE

# Appendix D 2024 NSECE Listed Home-based Provider Survey Contact Materials

Updated June 2024

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**Listed Home-based Provider Survey Initial Mailing Series - Survey Invitation:** First contact with sampled listed home-based providers introducing them to the study and asking them to complete the web survey. This contact will be sent by mail and email. Because there is a high ineligibility rate among home-based providers, the initial contacts with this sample focus on identifying eligible providers by encouraging all sampled individuals to respond to the initial screening questions. If eligible, providers will be invited to complete the main home-based provider questionnaire.

Dear Child Care Provider,

We need your help with an important study about how we care for children in the United States. The National Survey of Early Care and Education (NSECE) collects information about early care and education providers and classroom staff, as well as the working families they support. The NSECE has been conducted before at two different timepoints, first in 2012 and again in 2019. Across both efforts we have spoken with more than 8,000 home-based providers. We are now conducting the 2024 NSECE to learn what options for early care and education are available to families near you.

Please take a couple of minutes to answer a few questions. You are receiving this letter because your name appears on a list of home-based providers in your area. We want to hear from you whether you are currently looking after children or not. We have enclosed a small token of appreciation to thank you in advance for your cooperation with our study.

Please complete the short online questionnaire at [SURVEY URL] or scan the QR code.



To access your questionnaire, you will need to enter your unique PIN: [PIN]

NORC at the University of Chicago is conducting this study on behalf of the Administration for Children and Families, of the U.S. Department of Health and Human Services. Participation is voluntary. your responses will be kept private, and you have the option to skip any question or end the questionnaire at any time. If you have questions or need help to get started, please call [PLACEHOLDER] or email nsece24prov@norc.org.

Public and local agencies need an accurate picture of what early care and education services are available to families across the country in order to make the most of their resources. We need your help to make this study a success!

Thank you,

A. Rupa Datta, Ph.D.  
2024 NSECE Project Director  
NORC at the University of Chicago

An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The OMB number for this information collection is [PLACEHOLDER] and the expiration date is [PLACEHOLDER - MM/DD/YEAR]. Please send comments regarding the time required for this survey or any other aspect of the described information collection to: NORC at the University of Chicago, 55 E Monroe St, Ste 3000, Chicago, IL, 60603, Attention: A. Rupa Datta

Para español por favor llámenos al [PLACEHOLDER]

**Listed Home-based Provider Survey Initial Mailing Series - Thank you/Reminder Postcard:** Second contact with sampled listed home-based providers who have not yet completed the screening questions. This postcard is sent approximately one week after the mailing of the initial invitation. If eligible, providers will be invited to complete the main home-based provider questionnaire.

***You're Invited!***

Dear Child Care Provider,

We recently sent you a letter asking you to answer a few questions to help us understand what options for early care and education services are available for families in your area. Your response will help the Administration for Children and Families and other early childhood leaders better understand where more support is needed.

If you have already completed this survey, thank you! If not, we ask you to take a couple of minutes to respond as soon as possible.

You can access the questions by typing the secure URL into the browser of any computer or mobile device and entering your PIN.

If you have any questions, please contact us at [nsece24prov@norc.org](mailto:nsece24prov@norc.org) or **[PLACEHOLDER]**.

***Thank you!***

Thank you for helping [STATE] kids!

An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The OMB number for this information collection is [PLACEHOLDER] and the expiration date is [PLACEHOLDER]. Please send comments regarding the time required for this survey or any other aspect of the described information collection to: NORC at the University of Chicago, 55 E Monroe St, Ste 3000, Chicago, IL, 60603, Attention: A. Rupa Datta.

Para español por favor llámenos al **[PLACEHOLDER]**

Complete the questionnaire in three easy steps!

1. Visit our us at: [\[SURVEY URL\]](#) or scan the QR code.



2. Enter your pin [SCRATCH OFF]

3. Complete the questionnaire

**Listed Home-based Provider Survey Initial Mailing Series - Non-Response Follow-up Contact:** Third contact with sampled listed home-based providers who have not yet completed the initial screening questions approximately two weeks after the mailing of the thank you/reminder postcard. If eligible, providers will be invited to complete the main home-based provider questionnaire.

Dear Child Care Provider,

We recently contacted you to ask for your help with a national study about how we care for children in the United States. You are receiving this letter because your name appears on a list of home-based providers in your area. We want to hear from you whether you are currently looking after children or not.

Your responses are important. This study is sponsored by the Administration for Children and Families, of the U.S. Department of Health and Human Services, one of the largest sources of public support for early and school age care in our country. Your responses will help public and local agencies better understand what early care and education services are available to families across the country in order to make the most of their resources.

Please take a couple of minutes to answer a few questions at [SURVEY URL] or scan the QR code.



To access your questionnaire, you will need to enter your unique PIN: [PIN]

NORC at the University of Chicago is conducting this study. Participation is voluntary. Your responses will be kept private, and you can stop the survey at any point or skip any question.

Because this survey is so important, a professional interviewer will be contacting you soon to answer any questions you might have and assist you in completing the questionnaire. You can also call [PLACERHOLDER] or email [nsece24prov@norc.org](mailto:nsece24prov@norc.org).

We need your help to make this study a success. We hope you will take part!

Thank you,

A handwritten signature in black ink, appearing to read 'A. Rupa Datta'.

A. Rupa Datta  
2024 NSECE Project Director  
NORC at the University of Chicago

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Para español por favor llámenos al [PLACEHOLDER]

**Listed Home-based Provider Survey Access Email:** Email text included in the NSECE Case Management System. This email is used by field interviewers to send the respondent a survey link with a pin.

Hello Child Care Provider,

Thank you for your assistance with the 2024 National Survey of Early Care and Education (NSECE). Your response will help us understand what options for early care and education are available to families near you.

Please complete the online questionnaire at [SURVEY URL] or scan the QR code.



To access your questionnaire, you will need to enter your unique PIN: [PIN]

NORC at the University of Chicago is conducting this study on behalf of the Administration for Children and Families, of the U.S. Department of Health and Human Services. Your participation is voluntary. The survey will take about 40 minutes, and your responses will be kept private. You have the option to skip any question or end the questionnaire at any time. If you have questions, please call us toll free at [PLACEHOLDER] or email [PLACEHOLDER].

Individuals like you play a critical role in caring for our nation's children. It is important for us to hear from every selected person to get a complete picture of early care and education services in your area.

We need your help to make this study a success.

Thank you,

A handwritten signature in black ink, appearing to read 'A. Rupa Datta'.

A. Rupa Datta, Ph.D.  
2024 NSECE Project Director  
NORC at the University of Chicago

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Para español por favor llámenos al [PLACEHOLDER]

**Listed Home-based Provider Prompting Contact for Provider (Known Eligibility):** Contact sent to sampled providers who are known to be eligible for the survey but have not completed the questionnaire. This may be sent by mail or email.

Dear Child Care Provider,

We recently contacted you to ask for your help with the 2024 National Survey of Early Care and Education. The NSECE has been conducted before at two different timepoints, first in 2012 and again in 2019. This study has helped policy makers and public agencies better understand what a vital role home-based providers play in their communities by offering affordable care and flexible schedules to so many families. We are now collecting new information to learn how recent policy and program changes may have affected home-based providers like you.

Please complete the online questionnaire at [SURVEY URL] or scan the QR code.



To access your questionnaire, you will need to enter your unique PIN: [PIN]

**To thank you for your participation, you will receive a \$20 token of appreciation for completing the survey.** The survey will take about 40 minutes to complete. Participation is voluntary, and your information will be kept private. You can stop the questionnaire at any point or skip any question.

If you have questions or need help completing your questionnaire, please call us at [PLACEHOLDER] or email nsece24prov@norc.org. You can also learn more about the study at <http://nsece.norc.org>. [IF SUPPORT LETTER INCLUDED: The enclosed letter from [AGENCY NAME] provides more information about why it is so important to gather information from home-based providers like you.]

We hope you will decide to take part!

Sincerely,

A. Rupa Datta, Ph.D.  
2024 NSECE Project Director  
NORC at the University of Chicago

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Para español por favor llámenos al [PLACEHOLDER]

**Listed Home-based Provider Prompting Contact for Provider (Unknown Eligibility):** Contact sent to sampled providers who are not known to be eligible for the survey. This may be sent by mail or email.

Dear Child Care Provider,

We recently contacted you to ask for your help with the National Survey of Early Care and Education (NSECE). The Administration for Children and Families, of the U.S. Department of Health and Human Services is conducting this important study to learn the experiences of people who look after children under age 13 in a home-based setting. This information will help public agencies at all levels better support early care and education providers in your area.

We are asking you to take a couple of minutes to answer a few questions. You are receiving this letter because your name appears on a list of home-based providers in your area. We want to hear from you whether you are currently looking after children or not.

You can access the questionnaire at [SURVEY URL] or by scanning the QR code.



To begin, you will need to enter your unique PIN: [PIN]

Because this survey is so important, a professional interviewer will be contacting you soon to answer any questions you might have and assist you in completing the survey. Participation is voluntary. Your responses will be kept private, and you can stop the questionnaire at any point or skip any question.

You can reach the study team by calling [PLACEHOLDER] or by emailing us at [PLACEHOLDER].

We need your help to make this study a success.

Thank you,

A handwritten signature in black ink, appearing to read 'A. Rupa Datta'.

A. Rupa Datta  
2024 NSECE Project Director  
NORC at the University of Chicago

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Para español por favor llámenos al [PLACEHOLDER]



**Listed Home-based Provider Prompting Contact Summer/Fall Transition:** Contact sent to sampled providers to encourage completion of the questionnaire. This may be sent by mail or email.

Dear Child Care Provider,

Summer is coming to an end. Please take some time to complete your 2024 National Survey of Early Care and Education (NSECE) questionnaire before the new school year begins.

[ALTERNATE 1: Fall brings new beginnings with the start of the school year. We are interested in learning what is happening at [PLACEHOLDER - PROVIDER NAME/ your program] this fall. Please complete your questionnaire for the 2024 National Survey of Early Care and Education (NSECE) today.]

[ALTERNATE 2: We have been trying to reach you about participating in the 2024 National Survey of Early Care and Education (NSECE). We know that summer [fall/the start of the school year] is a busy time for early care and education providers. Please take some time to complete your questionnaire today.]

To access your online questionnaire, navigate to the URL [SURVEY URL] or scan the QR code.



There, you will need to enter your unique PIN to get started: [PIN]

**To thank you for your participation, you will receive a \$20 token of appreciation for completing the survey.** The survey will take about 40 minutes to complete. Participation is voluntary, and your information will be kept private. You can stop the questionnaire at any point or skip any question.

If you have questions or need help completing your questionnaire, please call us at [PLACEHOLDER] or email [nsece24prov@norc.org](mailto:nsece24prov@norc.org). You can also learn more about the study at <http://nsece.norc.org>.

We hope you will decide to take part!

Sincerely,

A handwritten signature in black ink, appearing to read 'A. Rupa Datta'.

A. Rupa Datta, Ph.D.  
2024 NSECE Project Director  
NORC at the University of Chicago

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Para español por favor llámenos al [PLACEHOLDER]

**Listed Home-based Provider Breakoff Email:** Email text for contacts to listed home-based providers who began the questionnaire but did not finish. This email will be sent as needed throughout the field period.

Dear Child Care Provider,

**We need your help!**

Thank you for your interest in the 2024 National Survey of Early Care and Education (NSECE). Please take a few minutes today to finish your questionnaire today and receive your \$20 token of appreciation for participating.

We know that you're busy, but your response will help inform policies and initiatives to better support caregivers like you.

To begin where you left off, you can access the questionnaire at [SURVEY URL] or by scanning the QR code.



You will also need to enter your unique PIN: [PIN]

Your complete response will help ensure that the results of this study are valid and accurate. If you experienced technical difficulties that prevented you from completing the questionnaire, let us know by replying to this message or calling toll-free at [PLACEHOLDER]. We will resolve the issue as soon as possible.

We need your help to make this study a success!

Thank you,

A handwritten signature in black ink, appearing to read 'A. Rupa Datta'.

A. Rupa Datta, Ph.D.  
2024 NSECE Project Director  
NORC at the University of Chicago

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Para español por favor llámenos al [PLACEHOLDER]

**Listed Home-based Provider Text Messages:** Text for SMS messages for home-based providers who have consented to receive messages.

**Initial Invite:** Make your voice heard and complete the 2024 National Survey of Early Care and Education today. Learn more at <http://nsece.norc.org>. Visit [LINK] and enter [PIN]. Questions? Contact NORC at [PLACEHOLDER] or [PLACEHOLDER]. Reply STOP to opt-out of texts. This study is funded by the Administration for Children & Families (ACF), of the U.S. Department of Health and Human Services.

**Follow up:** Complete the 2024 NSECE today! To participate, visit [LINK] and enter [PIN]. Learn more at <http://nsece.norc.org>. Questions? Contact NORC at [PLACEHOLDER] or [PLACEHOLDER]. Reply STOP to opt-out of texts.

**Listed Home-based Provider Last Chance Contact:** Contact sent to listed home-based provider respondents at the tail end of data collection to create a sense of urgency and encourage participation in the final weeks. This may be sent by mail or email.

This is the last chance to respond to the NSECE!

Eligible providers will receive a \$20 token of appreciation.

### **Why is the 2024 NSECE important?**

The NSECE aims to better understand the experiences of individuals who are looking after children across the nation. The NSECE was first conducted in 2012 and then again in 2019. The information we collected has helped highlight the vital role home-based providers play in their communities by offering affordable care and flexible schedules to so many families. We need to hear from you soon in order to learn how recent policy and program changes may have affected providers like you.

### **Why are you so important to the NSECE?**

By participating in the NSECE, you will help:

- Create a complete picture of home-based care across the nation, including details about when care is offered and how programs are staffed.
- Better understand the experiences of individuals who work directly with children and offer opportunities for them to improve their knowledge and skills.
- Develop initiatives to better support caregivers through educational assistance, training, and improved pay and benefits.

Because such a diverse group of people look after children in home-based settings, we need to hear from as many selected providers as possible to ensure accurate study results.

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**Para español por favor llámenos al [PLACEHOLDER]**

**Listed Home-based Provider Thank You Contact:** Sent to respondents after completion of the questionnaire to thank them for participation and provide the honorarium. This may be sent by mail or email as needed.

Subject [FOR EMAIL]: Thank You from the NSECE - Code Enclosed

Dear [FNAME] [LNAME],

We are writing to thank you for your recent participation in the 2024 National Survey of Early Care and Education. The survey you completed will provide critical information about the need for and availability of early care and education for children under age 13 in your area.

In appreciation for the time and effort spent answering our questions, we have enclosed a \$20 token of appreciation.

If you have any additional questions, you may contact us toll-free at [PLACEHOLDER] or by email at [nsece24survey@norc.org](mailto:nsece24survey@norc.org).

Thank you again for your help with this important research.

The NSECE Study Team

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Para español por favor llámenos al [PLACEHOLDER]

**Contact Sharing Comments from NSECE Participants or Others Related to the Study:** Contact sent to eligible sampled providers (or eligible individuals from other samples) to share de-identified comments from study participants or others related to the study. This kind of contact will be sent by mail or email and used to gain cooperation with non-respondents as needed.

Dear [FNAME] [LNAME],

Thank you for taking the time to talk with us. We are glad to know that you are thinking about participating in the 2024 National Survey of Early Care and Education. Since the start of this effort, we've heard from over [PLACEHOLDER] [classroom staff/home-based providers/caregivers/center-based providers].

**We are asking you to complete the questionnaire today.** We do not want you to miss the opportunity to share with policy makers what your experiences have been working with children.

Here's some examples of what we've been hearing from [PLACEHOLDER] so far:

[PLACEHOLDER] – de-identified comments from survey respondents]

Whether these comments resonate with you or not, we want to hear your thoughts. **To complete your survey, click [here](#). You will receive \$20 as a token of appreciation for participating.**

There are only a few weeks left to participate. We hope you will be able to take some time to complete your questionnaire today.

Thank you,



A. Rupa Datta  
2024 NSECE Project Director  
NORC at the University of Chicago

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**Para español por favor llámenos al [PLACEHOLDER]**

**Contact Sharing Publications/Information Related to the Study:** Contact sent to eligible sampled providers (or eligible individuals from other samples) to connect sample experiences with study findings . This kind of contact will be sent by mail or email and used to gain cooperation with non-respondents as needed.

Dear [FNAME] [LNAME],

Thank you for taking the time to talk with us. We are glad to know that you are thinking about participating in the 2024 National Survey of Early Care and Education (NSECE). The NSECE and the information we collect serve as a valuable resource for organizations like the Administration for Children and Families (ACF) and other public agencies.

**We are asking you to complete the questionnaire today.** We do not want you to miss the opportunity to share with policy makers what your experiences have been working with children.

We know that [PLACEHOLDER for sample description] have concerns about/face challenges with [PLACEHOLDER TOPIC DESCRIPTION]/[PLACEHOLDER - DESCRIPTION OF EXPERIENCE]. The NSECE has produced a report on this topic with information collected from [PLACEHOLDER for sample description] in 2019/during the pandemic. You can access this here: [PLACEHOLDER - link to publication]

**To complete your survey, click [here](#). You will receive \$20 as a token of appreciation for participating.**

There are only a few weeks left to participate. We hope you will be able to take some time to share your experiences today.

Thank you,



A. Rupa Datta  
2024 NSECE Project Director  
NORC at the University of Chicago

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**Para español por favor llámenos al [PLACEHOLDER]**

**Listed Home-based Provider Brochure:** As needed – Available for any sampled providers to provide a general study overview, explain benefits of participation, answer questions, and serve as a refusal conversion tool.

## **BROCHURE EXTERIOR**

### **LEFT PANEL**

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#### **Why was I selected?**

You have been selected to participate in this study from a list of child care providers in your area based on geographic and program criteria. It is important for us to hear from you so we can paint a complete picture of the availability of early care and education (ECE) services in your area. You represent many other providers across the nation.

Your participation in this study will help to ensure that policy makers, practitioners, and parents have an accurate understanding of our nation's ECE landscape.

#### **Will my responses be private?**

All of the information that you and your staff provide will be used for statistical purposes only. The identities of programs and individuals will not be disclosed except as required by law. All project staff who handle information collected for the study must sign a privacy agreement that provides for criminal and civil penalties if privacy is not kept.

The NSECE has also obtained a federal Certificate of Confidentiality from the Department of Health and Human Services in order to further protect your privacy. With this Certificate, NORC cannot be forced (for example by court order or subpoena) to disclose information that may identify you in any federal, state, local, civil, criminal, legislative, administrative, or other proceedings.



## BROCHURE EXTERIOR

### CENTER PANEL

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#### How can I participate?

Participating in the NSECE is easy. The survey will take about 40 minutes to complete. In an effort to make this as convenient for you as possible, NORC offers multiple ways for you to complete your interview. Contact us at [EMAIL] or at [PHONE] and we will find the best option to suit your schedule.

#### What questions this study will help to answer?

- Who is caring for and teaching America's children when they are not with their parents?
- What are the characteristics of home-based care available to families?
- What sources of revenue do home-based providers rely on, and how are those sources related to the care offered?
- How can we better support the ECE workforce and offer opportunities to help them improve the care they provide children?

#### Questions about NSECE?

[PHONE]

Participation is voluntary. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The OMB number for this information collection is [ADD UPDATED NUMBER] and the expiration date is [MM/DD/YEAR]. Please send comments regarding the time required for this survey or any other aspect of the described information collection to: NORC at the University of Chicago, 55 E Monroe St, Ste 3000, Chicago, IL, 60603, Attention: A. Rupa Datta

## BROCHURE EXTERIOR

### RIGHT PANEL

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NATIONAL SURVEY OF **EARLY CARE & EDUCATION** | 2024

[Department of Health and Human Services, Administration for Children & Families LOGO]

## **BROCHURE INTERIOR**

### **LEFT PANEL**

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#### **What is the NSECE?**

The National Survey of Early Care and Education (NSECE) is funded by the Administration for Children and Families, of the U.S. Department of Health and Human Services and conducted by NORC at the University of Chicago.

In 2019 the NSECE collected vital information from home-based providers and other caregivers to paint a national picture of early care and education (ECE) services. That critically important information helped inform funding decisions and other initiatives designed to improve ECE across the country. In January 2024, we will be contacting more than 8,000 home-based providers across all 50 states to collect updated information and learn how the ECE landscape had changed and how public agencies might better support providers.

#### **What is the Administration for Children and Families?**

The Administration for Children and Families (ACF) is a division of the U.S. Department of Health and Human Services (HHS) that administers Head Start and the Child Care and Development Fund (which funds child care subsidy) programs, and sponsors ECE research. ACF helps children in low-income families access high-quality care and supports coordination efforts across multiple early childhood development programs throughout HHS and across the federal government. Through its direct work and in coordination with others, ACF supports efforts to build professional development systems and workforce initiatives to help ECE professionals pursue better training and higher education, moving up career ladders to higher compensation. The NSECE will assist ACF in its overall mission to improve the availability of high-quality ECE programs.

## **BROCHURE INTERIOR**

### **CENTER PANEL**

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#### **Why is the NSECE so important?**

In 2012 the NSECE painted the first national picture of individuals providing home-based ECE in more than 20 years, describing who they are, their qualifications, their compensation, and what motivates them to do this work. In 2019, we collected new information to update this profile. Both of these efforts helped administrators, policy makers, and public agencies understand how many home-based providers were providing care across the nation, what led them to care for children, and what kinds of care they offered (related to hours, prices, and other factors.). They also helped illuminate the vital role home-based providers play in their communities and how diverse home-based providers are, making it critical to create support programs that can be tailored to their unique circumstances.

Since 2019 new legislation and initiatives have been implemented to further support home-based providers and help improve the quality of care they offer to families in their area. The COVID-19 pandemic also impacted the availability and provision of ECE. Due to these factors, it is critically important that we collect updated information to further examine the impact they have had on ECE services in general and on home-based providers in particular.

#### **Who are you surveying?**

The study focuses on early care and education providers and the workforce, as well as the working families they support. We will implement four integrated surveys of:

1. **Providers of home-based care:** Individuals who provide care for children under age 13 (who are not their own) in a home-based setting will be surveyed. Participants will include:
  - 1) Regulated, licensed, or registered home-based providers (such as family day care). This survey will take about 40 minutes.
  - 2) Individuals who provide informal care at home, for example, grandmothers, other friends and relatives, neighbors, or baby-sitters who regularly watch children under age 13. This survey will take about 20 minutes.
2. **Centers, schools, and other programs:** The survey will sample all types of organizational providers including license-exempt providers, Head Start and providers in school-based settings, and for-profit and non-profit community-based preschool providers.
3. **Classroom staff:** Teachers, assistant teachers, or aides working in ECE classrooms will be selected to provide information about their professional experiences and classroom activities.
4. **Families with children:** Parents or guardians of children under age 13 will be interviewed to learn more about their ECE use and needs.

## **BROCHURE INTERIOR**

### **RIGHT PANEL**

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#### **Why should I participate?**

Your survey responses will be combined with those of everyone else who completes the 2024 NSECE producing a rich data source that has the potential to benefit federal, state, and local or community-level child care policies. The data collected from this survey will be used to:

- Create a comprehensive catalog of the range of home-based care that is offered across the country, including how many children providers serve, the hours during which they provide care, and what motivates them to look after children.
- Provide detailed information on the ways in which home-based providers operate, including what curriculum they use, how they staff and organize groups of children, and what amount they charge.
- Help develop initiatives to support caregivers through such things as educational assistance, training, and improved pay and benefits.
- Better understand the experiences of the ECE workforce and offer opportunities for them to improve their knowledge and skills.

**Listed Home-based Provider Frequently Asked Questions (FAQ):** This document provides responses to the most frequently asked questions from home-based providers. These FAQs are used by field interviewers to answer questions and are also included in mail and email contacts.

### **What is the NSECE?**

The National Survey of Early Care and Education is the only study aimed at better understanding the people and programs throughout the country that take care of America's children and the services that they provide. The study was first conducted in 2012 and again in 2019. We are now collecting new information to inform policies and practices to support early care and education (ECE) providers.

### **Who is NORC at the University of Chicago?**

NORC at the University of Chicago (NORC) is conducting this study. NORC is an independent, non-partisan research institution that helps federal agencies, decision-makers, and nonprofits make better decisions through data and analysis. For more information about us, please visit [www.norc.org](http://www.norc.org).

### **Who sponsors the study?**

The NSECE is funded by the Office of Planning, Research and Evaluation, Administration for Children & Families (ACF), U.S. Department of Health and Human Services. The Administration for Children & Families administers the Head Start program, federally-funded child care subsidies, and a variety of other programs to help regulate and improve child care across the country.

### **How can I learn more about the NSECE and how the 2012 and 2019 survey data has been used?**

More information about the 2012 and 2019 NSECE data and findings can be found at: <http://nsece.norc.org>.

### **How was I selected for this survey?**

You have been selected for this study from a list of early education and childcare providers in your area. We are eager to hear about what motivates you to provide these services, or if you are no longer providing childcare, when and why you stopped. Completing this questionnaire will allow us to better understand how accessible childcare is in your area. You represent many others across the nation and cannot be replaced!

### **How long does the survey take?**

The survey takes about 40 minutes to complete.

### **What kinds of questions this study will help to answer?**

- Who is caring for and teaching America's children when they are not with their parents?
- What are the features of ECE available to families?
- Do providers rely on any public funds, and if so, how are these related to the care offered?
- How can policies better support the ECE workforce?

### **How do I know my information will be kept safe and private?**

Answers that could identify you or your program in any way are separated from your other responses. Survey findings are put into summary reports that contain no names or other identifying information. Your name or any identifying information will never be released to the public. This study also has a Federal Certificate of Confidentiality from the government which protects researchers and other staff from being forced to release information that could be used to identify participants in court proceedings.

### **How do you protect my answers?**

We use computing systems, staff training, and strict data access requirements to protect your identity and keep your responses private.

- Questionnaire responses and respondent identifying information are stored on a secure server with restricted access.
- Only authorized personnel associated with the study will have access to questionnaire responses and respondent identifying information. This access is granted on a need-to-know basis. When this information is no longer needed, then access is shut off.
- NORC computing systems use two factor authentication. NORC staff must change their passwords on a regular basis to comply with security requirements.
- All NORC staff must pass annual trainings on data security and privacy.
- All NORC staff, including interviewers, must sign a pledge to protect your information. If this pledge is broken an employee can lose his/her job and face legal action.

All information that you provide will be kept private to the fullest extent provided by the law. If you have questions about your rights as a study participant, you may call the NORC Institutional Review Board Administrator at 1-877-309-0542.

### How do I know this is legitimate?

NSECE has a variety of resources available to verify the legitimacy of the study.

1. Visit us online at <http://nsece.norc.org> or at <https://www.acf.hhs.gov/opre/project/national-survey-early-care-and-education-2024>.
2. The U.S. Office of Management and Budget has approved this survey ([PLACEHOLDER]). Without this number we could not conduct this survey.
3. Interviewers visiting in-person will have an NORC badge with a hologram on the back.
4. Anyone may visit the web page below where the option 'How to Identify NORC Interviewers' allows them to type in the NORC interviewer's ID number to see a photograph of the interviewer: <http://www.norc.org/WorkingWithNORC/Pages/survey-participants.aspx>.

**If you have any other questions, call us toll-free [PLACEHOLDER] or email us at [nsece24prov@norc.org](mailto:nsece24prov@norc.org)**

An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The OMB number for this information collection is [PLACEHOLDER] and the expiration date is [PLACEHOLDER - MM/DD/YEAR]. Please send comments regarding the time required for this survey or any other aspect of the described information collection to: NORC at the University of Chicago, 55 E Monroe St, Ste 3000, Chicago, IL, 60603, Attention: A. Rupa Datta

**Para español por favor llámenos al [PLACEHOLDER]**

**Listed Home-based Provider Talking Points:** We expect that some participants will require several contacts before they complete the questionnaire. The talking points below allow us to provide respondents with additional information about the study and communicate the importance of their participation. We may use the text below to create emails and letters to prompt sampled providers to participate in the study or to address reasons for refusal. Interviewers may also use these talking points in conversations with sampled listed home-based providers to address respondent concerns or provide motivation to complete the questionnaire.

The 2024 National Survey of Early Care and Education will be used to:

- Create a comprehensive description of the range of home-based care across the country, including how many children are served, and what motivates providers to look after children.
- Provide detailed information on the ways in which home-based providers operate – like what curriculum they use, what hours they look after children, and how much they charge for their services.
- Understand how the structure and operation of home-based provider services have changed since 2019 in relation to topics like curriculum they use, how they staff and organize classrooms and how much they charge for their services.
- Help develop initiatives to support caregivers through such things as educational assistance, training, and improved pay and benefits.
- Better understand the experiences of home-based providers and offer opportunities for them to improve their knowledge and skills.
- Identify the types of home-based care available to families, how many providers there are, and the types of programs offered.

Text explaining why NSECE is important to the early care and education in general and listed home-based providers in particular.

- The 2012 NSECE provided the first national picture since the 1990s of individuals working directly with children in early care and education settings describing who they are, their qualifications, their compensation, and what motivates them to do this work. This highlighted the critical role of home-based providers in early care and education and what kinds of challenges they face in their jobs.
- The NSECE has helped public agencies and policy makers get a clearer understanding of the work home-based providers and caretakers do and how they can best be supported.
- The NSECE has helped highlight the important role home-based providers play in their communities and how diverse home-based providers are, making it critical to create support programs that can be tailored to their unique circumstances.
- The 2024 NSECE will build on the 2012 and 2019 NSECE studies to update the comprehensive profile of types of care arrangements families are using for their children across the nation.
- This study is unique. The NSECE collects information from families, early care and education providers, and classroom staff in the same community so that we can understand what early care and education options are available to families in particular areas and who is providing that care. While the NSECE is able to look at communities one by one, it also allows us to situate communities within a larger national context.
- The NSECE serves as a valuable resource for organizations like the **Administration for Children and Families (ACF)**. They rely on information collected from home-based providers like you to

understand how current early care and education programs align with the needs of parents and families in their communities.

- The NSECE has helped clarify the kind of support home-based providers need in order to increase the quality of care offered. This has informed initiatives to better support providers, from professional development programs to improved pay and benefits.
- The NSECE collects information that can be used to better understand the experiences of home-based providers and to help inform programs that address their unique circumstances.
- The NSECE has also helped illuminate what a vital role home-based providers play in their communities, for instance, by serving a significant portion of families with low incomes and by offering flexible schedules to families who work non-standard hours.

Participation in the study brings many benefits for early care and education, families, communities, etc. study for many reasons:

- Your responses will be combined with others to create a rich data source that has the potential to benefit federal, state, and community-level child care policies.
- Your responses will help create a comprehensive description of the range of individuals working directly with children in a home-based provider setting. This will help describe who our child care providers are, their qualifications, their compensation, and what motivates them to look after and teach children.
- Your responses will help inform initiatives and policies to support home-based providers through things like educational assistance, trainings, and improved pay and benefits.
- The NSECE is the only nationwide study aimed at better understanding the people and programs that take care of America's children and the services that they provide.
- Your participation will allow the government, researchers, and policy makers better understand the challenges faced by home-based providers as they seek to provide high-quality care for children.
- Your responses will be combined with others to help show what challenges home-based providers encounter as they work to provide a safe and nurturing learning environment for children in their care.
- The NSECE has shown that the majority of preschool age children are cared for by someone other than their parents.
- The NSECE provides detailed information on the conditions in which home-based providers have been providing child care since the pandemic.
- Because the NSECE study includes all types of settings and programs, including community-based centers and Head Start and public pre-K programs, home-based caregivers' participation in the study helps researchers compare their experiences to other programs available in early child care and education.

Reasons why we need to hear from the sampled home-based provider (and not someone else):  
Sometimes sampled home-based providers say they are too busy to participate. The items below may be used as a response to these kinds of refusals.

- You were selected through a scientific sampling. Because you represent so many others, you cannot be replaced.
- You were randomly selected from a list of providers in your area based on geographic and program criteria. We are able to talk with only those individuals who were selected in order to maintain the scientific integrity of the study.

- It is very important for us to hear from each provider selected so that we may get a complete picture of early care and education services in your area. Your voice represents many others like you across the nation.
- Your participation is critical. We need to hear from as many child care providers selected for this study as possible to ensure that the results of the study are accurate and reliable.

Responses to concerns about privacy: We expect that some home-based provider respondents may have privacy concerns about participation. The following talking points will be used by field interviewers to communicate with respondents to address those concerns. The talking points will also be included in ad hoc refusal conversion or prompting contacts.

We understand that you may have concerns about sharing information about yourself. We want to reassure you that all information you provide is kept private, and your answers and identity are protected. Here are just a few of the many steps we take to protect your information:

- Your name is never kept with your survey answers so no one can know how you responded. Likewise, your individual responses will not be shared with any other childcare organizations. Survey findings are put into summary reports that contain no names or other information that identifies you or your organization.
- All NSECE staff who handle the information collected for the study must sign an agreement that provides for criminal and civil penalties if privacy is breached.
- The NSECE has a federal Certificate of Confidentiality that helps us further protect the privacy of our participants. With this Certificate, we cannot be forced (for example by court order or subpoena) to disclose information that may identify you in any federal, state, local, civil, criminal, legislative, administrative, or other proceedings.
- The U.S Department of Health and Human Services that funds the study does not have any way to identify you from your answers.
- We do not sell or provide your name to any mailing lists, organizations, or public agencies.
- The tablets used by the field interviewers have several levels of security. Once you give us your information, it is encrypted and then sent by a secure connection to our data bank, which is also protected by multiple layers of security.

#### General

- We understand that you are busy, and our interviewers are willing to do whatever is necessary to reduce the burden of this interview on you. We are able to conduct the interview over the phone and can do it in several shorter sessions instead of all at once if this suits your schedule better.
- We know you are busy, but the best way to understand how to assist home-based child care providers is to go to people like you who work directly with children. Access to child care is an essential ingredient for healthy communities and supporting families. We need your help to learn what is needed most as we work to provide reliable data for policy makers trying to improve resources for early care and education.
- The last two decades have seen a tremendous expansion in the availability and use of programs for children not yet in kindergarten. That expansion has been based on compelling research evidence that birth to age five is a critical time for children's development. By looking closer at individual home-based providers and the care they offer, the 2024 NSECE offers a significant opportunity to continue to build on that knowledge about children's experiences.



- We are asking individuals to complete this questionnaire to help learn about how recent policy initiatives and changes in early care and education have impacted home-based providers. Many states collect information to learn what services are available to families locally. This study will be used to update the national profile created by the NSECE in 2019 and shed light on how home-based providers have been affected overall across the nation. This profile will serve as a valuable resource for public agencies and policy makers who are trying to help support the people who care for and educate young children.

#### Text for sharing letters of support and other communications

- ACF has funded the NSECE since 2012. The NSECE study data has been a critical resource for ACF as they have worked to improve the well-being of children, families, and communities. They asked the NSECE to collect updated information in 2024 to help them understand how the early care and education landscape has changed in the past five years.
- ACF is one of the largest sources of public support for early and school age care in our country. You **can access the letter from ACF through**[\[PLACEHOLDER\]](#).
- The NSECE is so important that [\[PLACEHOLDER ORG NAME\]](#) has written a letter of support that we would like to share with you.
- We wanted to take a minute to share some exciting news with you about the National Survey of Early Care and Education. This month the NSECE released a publication about home-based providers from the [\[2019 survey/NSECE COVID Longitudinal Follow-up Study\]](#): [\[include title\]](#). (Click the link to view the publication) This [\[PLACEHOLDER\]](#) provides an overview of [\[DESCRIPTION OF CONTENT\]](#). Before the NSECE began in 2012, there had been no national source of information on early care and education in more than 20 years. Thank you for making this important effort a success!