



## VAECE PARENT FOCUS GROUP PROPOSAL

VAECE will work with local early care and education organizations to sponsor parent focus groups conducted at community level. Focus groups will provide an opportunity for parents to - -

- discuss their experiences in selecting and using early care and education programs
- identify resources used and needed in selecting programs of quality
- explore parental expectation of local/state/Federal government support for early care and education
- consider avenues for increased consumer awareness and/or advocacy

Logistical support is planned as follows:

Local EC&E Sponsor	VAECE Public Policy
<ul style="list-style-type: none"> <li>• Encourage participation by other local early care and education groups</li> <li>• Identifying site/window of dates for event</li> </ul>	<ul style="list-style-type: none"> <li>• Assist in encouraging local ECE organizations</li> <li>• Collaborate on proposed dates</li> </ul>
<ul style="list-style-type: none"> <li>• Reproduce, distribute flyer</li> </ul>	<ul style="list-style-type: none"> <li>• Provide flyer announcing event, for local reproduction and distribution</li> </ul>
<ul style="list-style-type: none"> <li>• Conduct/Track sign up/participants</li> </ul>	<ul style="list-style-type: none"> <li>• Record attendance and participation</li> </ul>
<ul style="list-style-type: none"> <li>• Coordinate event supplies w/facilitator</li> <li>• Release press release to local media as locally determined</li> </ul>	<ul style="list-style-type: none"> <li>• identify/provide facilitator for the session and materials (surveys for those who will do them, copies of questions for discussion)</li> <li>• Provide press release for local media, either announcing session before/afterwards</li> </ul>

Focus group questions are proposed as follows:

- What are their experiences in using early care and education programs?
- How did/do they go about selecting early care and education programs (what characteristics they look for, how they identify them)?
- What sources do parents use to help in their selection of the right program for their child? What do they need/ or would they like to have?
- What do they expect of the local/state/Federal government as resources for early care and education services? What do they want?
- How important is it to them that Virginia's policies/laws concerning early care and education be at least comparable to the rest of the Nation, or nearby states?
- What do they know about Virginia legislation impacting early care and education during the 2004 Assembly?
- How interested are they in taking these discussions further to develop their awareness as consumers of early care and education services? What venue/media would work best to do this?