The questions we explored

Data collected about the following products:

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

* 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.

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

- ☐ Lifecubby
- ☐ Kinderlime
- ☐ Kangaroo Time
- ☐ Tadpoles
- ☐ Jackrabbit
- ☐ KidReports
- ☐ Daycare Works
- ☐ Kaymbu

- ☐ 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)

- [ ] Colleagues' success
- [ ] Used on a previous job
- [ ] My own need for the results
- [ ] Assignment from supervisor

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

	More likely to adopt	No effect at all	Less likely to adopt	NA
Company website	○	○	○	○
Product demonstration	○	○	○	○
Free trial	○	○	○	○
Free ebook, webinar, or video	○	○	○	○
Advertisement	○	○	○	○
Email offers	○	○	○	○

Other (please specify)

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

	More likely to adopt	No effect at all	Less likely to adopt	NA
Experts	○	○	○	○
Conference presenter	○	○	○	○
Salesperson	○	○	○	○
Colleague	○	○	○	○
Staff	○	○	○	○
Parents	○	○	○	○

Who else particularly influenced your choice?

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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	1	2	3	4	5	6	7	8	9	10

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

	Very Unsatisfied		Neutral		Very Satisfied	NA
Range of features	○	○	○	○	○	○
Reliability	○	○	○	○	○	○
Frequency of enhancements	○	○	○	○	○	○
Value for cost	○	○	○	○	○	○
Delivers on promises	○	○	○	○	○	○

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

	Very Unsatisfied		Neutral		Very Satisfied	NA
Speed correcting issues	○	○	○	○	○	○
Technical support	○	○	○	○	○	○
On-boarding or initial training	○	○	○	○	○	○
Ongoing training	○	○	○	○	○	○
Self-help options	○	○	○	○	○	○

Use of Features

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

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

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

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

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

☐ Family communication	☐ Billing and payment collection	☐ Family check-in/out
☐ Photo and video sharing	☐ Documentation	☐ Mobile app
☐ Child portfolios	☐ Attendance	☐ None of the above
☐ Other (please specify)		

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?

Renewal

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

○ Yes   ○ Still deciding

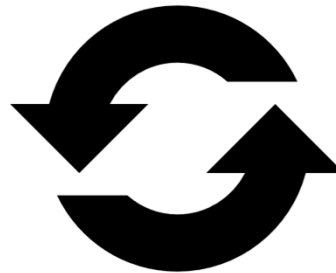○ No   ○ Not part of the decision

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

[text box]

2ⁿᵈ product

* Do you use another software/app for program management or family engagement?

○ Yes   ○ No

Evaluation cycle repeats

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Demographics

For which type of program do you currently work?

○ Child care program   ○ Private preschool

○ Head Start   ○ Early intervention or special needs

○ Early Head Start   ○ Family child care

○ State-run pre-K   ○ Campus child care center or lab school

○ 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 [_____]

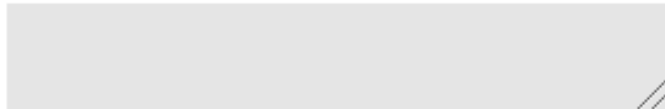How many years have you worked in early childhood care/education?
Whole number only.

[_____]

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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