

Early Childhood Education Institutional Software Product Survey 2019 Available Vendor Reports Sales Deck

Aggregate Results

Examples of available charts

Demographics

11/18/2019

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Strategies, 2019



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Introduction

In September 2019, [Fran Simon, M.Ed.](#) of [Engagement Strategies](#), and [Steven J. Dick, Ph.D.](#), of [Modern Metrics Barn](#) conducted a competitive landscape survey of early childhood educators on their use of software for family communications, program management, and documentation. The initial impetus was to inform Fran's work as a consultant to companies in the early childhood sector, presentations at NAEYC conferences and articles about technology implementation by programs. This project was an extension of her previous surveys, articles, and presentations on this topic. The results were robust enough to be of interest to the companies explored in the data. Now we have made them available for purchase by vendors and funders.

Methodology: Fran was responsible for project management, dissemination, reporting, and presentations. Steve and Fran collaborated on survey design, and Dick was responsible for analysis and visualization.

The survey was distributed to 112,000 subscribers of email lists owned by Engagement Strategies and through multiple social media outlets. We received a total of 2,813 responses. The responses were scanned for potential fraud, misidentified respondents, and role types that would not be germane for our analysis to ensure data integrity. After scrubbing, 2491 responses were analyzed.

4 Report Options and costs

1. **Aggregate report:** High level information about users on all questions (listed in the following pages.)
Cost: \$2,000
2. **Product-specific report:** Detailed information about users on all questions (listed in the following pages) about your product **as compared to up to two other products** studied. Under NDA. Reports of this report will be proprietary. This report configuration will be owned by your company.
Cost: \$6,500
3. **Replication of study with your product's customers:** License the survey (with up to three additional custom questions) to your company for distribution to your customer base. We will analyze and develop a highly detailed proprietary report based on the results. Under NDA. Results of this report will be proprietary and private. The report will be owned by your company.
Cost: \$12,000
4. **Fully customized survey with your customers under contract:** Work with us to craft a proprietary survey, analyze and develop custom reports based on the results. Under NDA. All intellectual property will be co-owned, and the reports will be considered proprietary and owned by your company.
Cost: Market Rate TBD

An opportunity to gain unbiased insight into your customers and potential customers:





Demographics and Size of Study

Dataset

Role	
Administrator	Teacher
1279	1210

Geographic Distribution		
Country	Count	Percent
United States	2024	81.3%
Canada	372	15.0%
Australia	15	0.6%
United Kingdom	13	0.5%
India	9	0.4%
34 Others	56	2.0%

Program Type	Count
Campus child care	23
Child care program	531
Early Head Start	43
Early intervention	82
Family child care	81
Head Start	125
Other (please specify)	199
Private preschool	277
State-run pre-K	89
No response	1039
Grand Total	2489

Software Users	Count	Percent	Percent
Total	2396		
Considered products	776	32%	
Never used products	836	35%	
Used only one product	848	35%	
Used two products	171	8%	⁶ 26%

Distribution of Respondents



Dataset Products Included

Software	Total
Bloomz	34
BrightWheel	73
ChildPlus	40
Class Tag	5
ClassDojo	17
Daily Connect	5
Daycare Works	21
Early Learning Ventures	2
Educa	12
EZcare	37
HiMama	111
Jackrabbit	4
Kangaroo Time	4
Kaymbu	34
KidKare	40
KidReports	30

Software	Total
Kinderlime	8
Learning Genie	15
Lifecubby	11
MyKidzDay	3
Office Suite	4
Other	64
Parent Square	8
Procare	185
Promis	2
Ready Rosie	28
Remind	10
Sandbox	20
Seesaw	69
Smartcare	9
Social Media	5
Storypark	34
Tadpoles	60

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The questions we explored

Data collected about the following products:

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

- BrightWheel
- HiMama
- Procure
- 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

* 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.



Processes and influences for selection

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

- | | |
|---|--|
| <input type="checkbox"/> Teacher or staff requests | <input type="checkbox"/> Colleagues' success |
| <input type="checkbox"/> Board members' requests | <input type="checkbox"/> Used on a previous job |
| <input type="checkbox"/> Current parents' requests | <input type="checkbox"/> My own need for the results |
| <input type="checkbox"/> Prospective families' requests | <input type="checkbox"/> Assignment from supervisor |
| <input type="checkbox"/> Other (please specify) | |

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product demonstration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Free trial	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Free ebook, webinar, or video	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertisement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email offers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Conference presenter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Salesperson	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Colleague	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reliability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Frequency of enhancements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value for cost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Delivers on promises	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

	Very Unsatisfied		Neutral		Very Satisfied	NA
Speed correcting issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technical support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On-boarding or initial training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ongoing training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Self-help options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Use of Features

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

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

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

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

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

- | | | |
|--|---|--|
| <input type="checkbox"/> Family communication | <input type="checkbox"/> Billing and payment collection | <input type="checkbox"/> Family check-in/out |
| <input type="checkbox"/> Photo and video sharing | <input type="checkbox"/> Documentation | <input type="checkbox"/> Mobile app |
| <input type="checkbox"/> Child portfolios | <input type="checkbox"/> Attendance | <input type="checkbox"/> None of the above |
| <input type="checkbox"/> 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

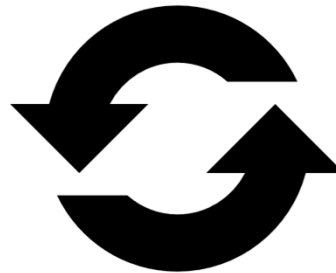
What feature(s) would or did cause you to change software?

2nd product

* 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)
- Private preschool
- Early intervention or special needs
- Family child care
- Campus child care center or lab school

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.

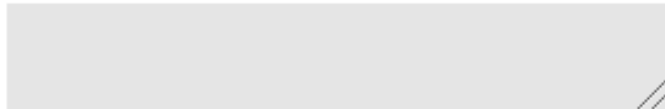
In what year were you born? (enter 4-digit birth year; for example, 1976)

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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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