

Market Rate Survey
Worksheet

Use this form to collect the information needed to complete these areas in your program profile on NHCIS. There are several areas to be updated to provide the information needed. You can review the [NHCIS Guide](#) for steps on completing these areas and you can call Child Care Aware Outreach Specialist for assistance.

Areas to update:

- Staff Roster and Roles** - You can access the staff roster through the BRC tile. You should make sure all of your current staff are listed with their current role using CCLU roles for the qualifications of the staff and the type of program you operate.
- Operating Hours and Rates** – This is in your Child Care Profile and rates can be redacted from public view if you choose.
- Ages Served and Capacity** – Please indicate how many you can enroll and how many are enrolled. This information will help us answer the questions about the #'s of children in care.
- Other Information** – This area helps inform parents of all the services you offer and informs the department of what resources are available to families.
- Market Rate, Narrow Cost Analysis, Workforce Survey**
Use this worksheet to record the information needed on the remainder of the child care profile sections (Market Rate, Narrow Cost Analysis, Workforce Survey). All information provided here is confidential and will be combined and reported by area, type of program, age, capacity, etc. to inform child care scholarship rates and the needs of the child care community to assist in the allocation of funding and needs of the child care community.

Do you charge a registration fee? yes no

Frequency: Once Annually For School Year Only For Summer Only
 Twice Annually Other (choose this if you do not have a registration fee)

Annual Registration fee total _____

Number of Classrooms by age:

Infants (6 weeks to 18 months) _____ Toddlers (18 months – 35 months) _____

Preschool (36 months to 4 years 7 months) ____ School Age (4 years 8 months or older) ____

Did you open or close a classroom in the last year? yes no

Capacity (if you are licensed your capacity will populate here, if you are a licensed exempt facility, please enter the maximum number of children your program can accommodate at one time) _____

Current Enrollment Status:

Accepting Children Accepting Children on Wait List Not Accepting Children

Own/Rent: Please review the information provided on the “I” for details:

- Gross Lease/Full Service Lease Net Lease Modified Gross Lease/Modified Net Lease Own/Mortgage

Complete each of the following with the average monthly cost:

Director Salary		Staff Salaries (not including directors)	
Staff Benefits (not including directors)		Director Benefit Costs	
Rent/Mortgage		Property Taxes	
Insurance (homeowners/liability)		Utilities: Heating	
Utilities: Electric		Utilities: Internet	
Utilities: Water		Utilities: Sewer	
Utilities: Phone		Food	
Supplies		Equipment	
Professional Fees		Services	
Transportation		Repairs/Maintenance	
Legal/Accounting		Office Supplies	
Payroll Taxes		Professional Development	
Advertising/Marketing		Furniture, Fixtures, Improvement	
Installment Loan/Debt Services		Payroll Services	
CPR/First Aid		Background Checks	

How do you recruit new staff (choose all the apply)

- | | |
|---|---|
| <input type="checkbox"/> Newspaper Ads | <input type="checkbox"/> Through College or University referrals |
| <input type="checkbox"/> National online job boards such as Monster or Indeed | <input type="checkbox"/> By contacting former or current parent of enrolled child |
| <input type="checkbox"/> Your company/organization website | <input type="checkbox"/> Referral from current staff member |
| <input type="checkbox"/> NH Connections Job Board | <input type="checkbox"/> Referral from former staff member |
| <input type="checkbox"/> Acquire 4 Hire Job Board | <input type="checkbox"/> Referral from families |
| <input type="checkbox"/> Television Advertising | <input type="checkbox"/> Live or virtual job fair |
| <input type="checkbox"/> Radio advertising | <input type="checkbox"/> Live community event table (fairs, games, festivals, etc.) |
| <input type="checkbox"/> Google ads | <input type="checkbox"/> Local business referral |
| <input type="checkbox"/> Word of mouth | <input type="checkbox"/> Internship or apprentice organization |
| <input type="checkbox"/> State Job Board or local employment office | |
| <input type="checkbox"/> Through high school or technical organizations | |

Please identify the importance of the following factors in recruiting new staff

Alignment of Individual's values to organization's mission, culture, and vision

- Minimally Important Moderately Important Vitally Important

Commitment to working with children

- Minimally Important Moderately Important Vitally Important

Professional degree/certification credentials

- Minimally Important Moderately Important Vitally Important

Schedule availability and flexibility

- Minimally Important Moderately Important Vitally Important

Level of experience

- Minimally Important Moderately Important Vitally Important

Reference Feed Back

- Minimally Important Moderately Important Vitally Important

Familiarity with the organization as parent or former participant

- Minimally Important Moderately Important Vitally Important

Qualifications

- Minimally Important Moderately Important Vitally Important

Please identify the importance of the following factors in retaining staff

Competitive wages (Higher than other industries such as food service or retailers) with regular raises

- Minimally Important Moderately Important Vitally Important

Bonuses or incentives

- Minimally Important Moderately Important Vitally Important

Desirable/flexible work schedule

- Minimally Important Moderately Important Vitally Important

Timing on paychecks (Weekly, biweekly, monthly)

- Minimally Important Moderately Important Vitally Important

Benefits such as paid sick and vacation time, medical, dental, etc.

- Minimally Important Moderately Important Vitally Important

Available tax credits (Current or prospective) and/or student loan forgiveness (current or prospective)

- Minimally Important Moderately Important Vitally Important

Continuing education opportunities

- Minimally Important Moderately Important Vitally Important

Free or reduced childcare costs

- Minimally Important Moderately Important Vitally Important

Fun and rewarding environment with friendly staff

- Minimally Important Moderately Important Vitally Important

Ability to get a substitute and time off easily

- Minimally Important Moderately Important Vitally Important

Physical location/proximity to home

- Minimally Important Moderately Important Vitally Important

Relationship with families

- Minimally Important Moderately Important Vitally Important

Supports like PTAN, ACROSS NH, CCAoNH

- Minimally Important Moderately Important Vitally Important

Supportive supervision and quality leadership

- Minimally Important Moderately Important Vitally Important

Are you, or have you, implemented a workforce recruiting and retention effort which helped your organization recruit and retain staff? Yes No

Describe any ideas or strategies you think would be helpful for recruiting and retaining staff for your organization:

Does your organization have any plans to implement these recruitment and retention ideas in the near future?

- Yes No

Describe the barriers to currently implementing your recruitment and retention ideas:

Which of the following benefits do you Provide? Please select all that apply.

- | | | |
|--|---|---|
| <input type="checkbox"/> Paid maternity/paternity leave | <input type="checkbox"/> when you work more than 40 hours in a week | <input type="checkbox"/> Employer subsidized health insurance |
| <input type="checkbox"/> Paid holidays | <input type="checkbox"/> Paid planning/preparation time | <input type="checkbox"/> Employer sponsored dental insurance |
| <input type="checkbox"/> Flexible scheduling | <input type="checkbox"/> Paid breaks | <input type="checkbox"/> Employer sponsored vision insurance |
| <input type="checkbox"/> Paid retirement/pension plan | <input type="checkbox"/> Paid time for professional development or continuing education | <input type="checkbox"/> Employer meals and/or snacks |
| <input type="checkbox"/> Paid sick leave | <input type="checkbox"/> Discounted fee if your own child is enrolled in the organization | <input type="checkbox"/> Flexible spending account |
| <input type="checkbox"/> Paid vacations | | <input type="checkbox"/> None of the above |
| <input type="checkbox"/> Additional pay or other forms of compensation | | |

Which of the following practices does your organization routinely provide to assist prospective new staff in navigating the pre-employment process? Select all that apply.

- We give them a packet with step-by-step instructions, forms are accessed in the NH Connections Information System (NHCIS) portal after they complete registration
- We explain the whole process - what they will do, how long it takes, the cost etc. including what are "disqualifying" findings on a BRC
- We make sure they have our program name as it appears in the NHCIS portal and remind them to "link" to our program to get the BRC results quickly
- We take them through the NHCIS portal registration process and then help them print out their mail-in form for CCLU and any forms they might need
- We explain and confirm in writing that we will reimburse them for the cost if they pass the BRC and start working for us
- We don't reimburse for the cost of the BRC, it is a cost of getting a job
- We write a check for the background check and give it to them to mail into CCLU with their printed form
- We have reached out to my local police departments to set up a plan for sending my prospective employees over for fingerprinting
- We help them get signed into the NHCIS portal and fill out the background check forms at our program
- We help them make the fingerprint appointment in person at our program
- We call or email them the day before their fingerprint appointment and remind them of the date and time
- We offer them a ride to their fingerprint appointment
- We assign a staff person to be the prospective employee's mentor/guide through the process
- We call or email them the day after their fingerprint appointment and ask them it went
- We keep in touch with them via email or call until we get their results
- We give them our handbook, articles, or other reference material to get them engaged in our organization while they are waiting for their BRC to come through
- We send them a "thanks for choosing us" letter from the staff highlighting what they have to look forward to (with a caveat about a positive BRC)
- We share with them information about the support team at Child Care Aware of New Hampshire and how they can help them with getting registered and doing their background check
- We are so busy covering my classrooms we don't have time to do much one-on-one support. We give them the basics and tell them to get in touch when they have completed the fingerprint process
- We are not 100% sure we understand the whole process myself, so we tell them what I know and then hope they follow through
- We don't use the New Hampshire Connections Information System at all so it is always a struggle for us to support a prospective staff person
- We start doing some offsite/virtual orientation before the background check is even final so we can get the person committed and ready to work
- We assume the BRC is going to be positive, so we move forward with a tentative start date
- We don't really have contact with the person until we get the BRC results from licensing

Are there any other additional practices your organization routinely provide to assist prospective new staff in navigating the pre-employment process?

