



# Maryland Child Care Workforce Survey

## Frequently Asked Questions

### What is the Maryland Child Care Workforce Survey?

A 15-minute online survey designed by the University of Virginia to better understand the experiences and challenges of early caregivers in Maryland and to help the Maryland State Department of Education (MSDE) retain child care employees in their jobs.

### What does the survey ask about?

The survey asks early educators about their site/program, the kinds of children they serve, challenges to teaching, professional development, staffing, compensation, and other factors that may relate to site/program satisfaction. The survey also includes demographic questions and questions about participants' wellbeing.

### Who is eligible to take the survey?

A sample of early childhood educators who are (a) currently employed at MSDE licensed or registered child care programs, and (b) who teach or care for children aged 0 to 5 (before Kindergarten).

### Why did I not receive a survey invite?

- First, check your email spam folder for an email with the subject line, "15-Minute Survey with a Twenty-Five Dollar Thank You."
- Second, check to see if you received a text message invitation sent on 08/03/2023.
- Not all employees will receive a survey invitation. There is limited funding for the survey rewards for this survey, and so not all employees will be invited to participate. To be invited to take the survey, you must:
  - a) be currently employed at licensed MSDE child care providers,
  - b) teach or care for children aged 0 to 5 (before Kindergarten), and
  - c) have valid email/phone contact information provided in MSDE employee data systems.
- In addition, since there are limited funds, UVA will randomly select 2 out of every 3 employees who meet these three requirements to receive a survey invitation.

### How will I get the survey?

Invitations will be sent to eligible early childhood educators via email or text. That email will contain a unique link connected to your email address to take the survey. Look Out For: The subject of the email will be "15-Minute Survey with a Twenty-Five Dollar Thank You." The email will come from Alexis Washington (alexis.washington@maryland.gov).



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### Do I get anything for participating?

To thank early educators for participating, invitees who complete the survey will instantly receive a \$25 gift card via email. In addition to the guaranteed \$25, those who complete the survey will also be entered into a lottery to win an additional \$50 incentive. About 1 in every 50 survey respondents will win \$50.

### What kind of thank you reward?

Invited survey completers will receive a \$25 electronic gift card, provided by TangoCard. You will have the option to choose either a Mastercard cash card, or a gift card to Amazon, Target, or Walmart. Gift cards will be provided electronically over email. You will be given the option to receive a physical gift card via regular mail.

### What kind of identifying information is collected and will it be shared?

- The UVA-administered survey will ask you to confirm your contact information (name, phone number, email, and employment site). Changes in contact information may be provided to MSDE to update their existing contact records.
- UVA will never share your individual responses to other survey questions with anyone outside the UVA study team. This includes MSDE, employers, or other survey participants.
- No individual employees, employers, or sites will be identifiable when we summarize and share survey results publicly. We will aggregate the data collected in this survey above the site level to large categories such as “Large Family Child Care” or “Child Care Center.” This will ensure that your identity could ever be inadvertently identified. The UVA research team will provide MSDE with any updated contact information (i.e., name, email address and phone number) from this survey to replace that they have on file; however, this contact information will not be linked with your other survey responses.

### Do I Have to Participate?

No. Participation is voluntary.

### Where Can I Read More?

Read about the survey on the [University of Virginia website](#) and the [MSDE website](#).