

**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                       Vivaly Important

Ability to get a substitute and time off easily

- Minimally Important                       Moderately Important                       Vivaly Important

Physical location/proximity to home

- Minimally Important                       Moderately Important                       Vivaly Important

Relationship with families

- Minimally Important                       Moderately Important                       Vivaly Important

Supports like PTAN, ACROSS NH, CCAoNH

- Minimally Important                       Moderately Important                       Vivaly Important

Supportive supervision and quality leadership

- Minimally Important                       Moderately Important                       Vivaly 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?**

## Staff Schedule

Complete the staff schedule with # of staff for each role.

PT is considered a total of 29 or less hours a week and FT is 30+ hours a week. If a FT staff splits their time between more than one role calculate based on the # of hours in each role.

Example: Staff A works with Infants from 9-3, M-F and with School Age from 3-5 enter a 1 for that staff in Infant FT and a 1 for School Age PT.

For each role indicate any job openings in the final two columns.

	Infant FT	Infant PT	Toddler FT	Toddler PT	School Age	FT openings	PT openings
Afterschool Assistant Group Leader							
Afterschool Group Leader							
Afterschool Project Leader							
Afterschool Site Coordinator							
Afterschool Site Director							
Agency Administrator							
Center Assistant Teacher							
Center Associate Teacher							
Center Director							
Center Lead Teacher							
Family Child Care Assistant							
Family Child Care Provider							
Family Child Care Worker							
Junior Helper							
LE Facility Director							
LE Facility Staff							
LE Provider							
Other							