

Child Care Center Needs Assessment

There are three parts to the needs assessment. First, you need to have data on what type of child care is being offered in your community. Second, you will want to understand more about the families that you might serve through your child care business. Finally, you will want to know what other child care centers in your area charge for child care. This will help you build your budget.

Contact your local Child Care Resource and Referral agency (CCR&R) for help completing the needs assessment.

Part 1: Current Child Care Landscape

Question	Answer/Comment
<p>Who else is providing child care in your area?</p> <p><i>Ask your local Child Care Resource and Referral agency (CCR&R) about the number of center-based and in-home child care providers in your area.</i></p>	<p># of licensed centers:</p> <p># of family child care homes:</p> <p># of school-based providers:</p> <p>Other:</p>
<p>Where are the other child care programs located?</p> <p><i>In the geographic area where you want to open your business, who provides child care services and where are they located? Think about churches, local community centers and schools as well as traditional child care providers.</i></p>	
<p>Is there a need for child care for a specific age group?</p> <p><i>Think about the current providers in the area and what age groups they are serving. Ask your local CCR&R if there is a need for infant/toddler care or care for other age groups.</i></p>	<p>Infants (birth-12 months):</p> <p>Toddlers (1-2 years):</p> <p>Preschool (3-4 years):</p> <p>Pre-K (4-5 years):</p> <p>Before/after care for school-age children (5+ years):</p>
<p>Is there a need for child care during a specific time of the day?</p> <p><i>Think about whether you might provide before or after-school care to school-age children or children in part-time pre-k programs. Ask if there is a need for evening, weekend, 24-hour or overnight child care options.</i></p>	
<p>Will the need for child care change in the next 2-5 years? Why?</p> <p><i>Think about whether companies are growing or closing, whether schools are providing child care or other factors that could influence need.</i></p>	

Part 2: Family Demographics

Question	Answer/Comment
<p>How many families with young children live in your area? How many families have school-age children?</p> <p><i>Consider families with children birth-5 years, as well as families with school-age children.</i></p>	
<p>How many of the families with young children in your area might need child care? How many families with school-age children may need care before or after school and during the summer?</p> <p><i>Ask your CCR&R for current statistics on the number of families that may need care.</i></p>	
<p>Where do local parents work? What are typical working hours?</p> <p><i>Think about the families who might use your program. Some businesses, such as hospitals, factories, emergency services, etc. are open during non-traditional hours. Some families may work for organizations that have more typical work hours. You will want to think about family needs in designing your program.</i></p>	
<p>How long is the typical commute?</p> <p><i>Do families live in suburban areas and commute to a more urban area for work? Are you in a rural area where commute times may be shorter or longer, depending on where parents work? You will need to consider these things as you think about your hours of operation.</i></p>	

Part 3: Determine Costs

Question	Answer/Comment
<p>What are the typical fees (the market rate) for child care in your area?</p> <p><i>Check with your CCR&R for this information.</i></p>	<p>Child care center average rate:</p> <ul style="list-style-type: none"> • Infants: \$ _____/week • Toddlers: \$ _____/week • Preschool: \$ _____/week • Pre-K: \$ _____/week • School-Age: \$ _____/week <p>Family child care average rate:</p> <ul style="list-style-type: none"> • Infants: \$ _____/week • Toddlers: \$ _____/week • Preschool: \$ _____/week • Pre-K: \$ _____/week • School-Age: \$ _____/week
<p>Do parents in your area typically get help to pay for child care, such as through the state child care subsidy program?</p>	<p>Yes No</p>
<p>Will your program be eligible to accept subsidies?</p>	<p>Yes No</p>
<p>What would your program need to do to be eligible to accept subsidies?</p>	
<p>Based on the number of children you plan to enroll, what is your expected cost per child?</p> <p><i>Contact your local CCR&R for help in calculating this information.</i></p>	<p>Infants: \$ _____/week Toddlers: \$ _____/week Preschool: \$ _____/week Pre-K: \$ _____/week School-Age: \$ _____/week</p>
<p>What fees do you need to charge parents to have a profitable program? Can parents in your area afford the fees?</p> <p><i>Contact your local CCR&R for help in calculating this information.</i></p>	<p>Infants: \$ _____/week Toddlers: \$ _____/week Preschool: \$ _____/week Pre-K: \$ _____/week School-Age: \$ _____/week</p>
<p>How much will it cost you to start a new child care business? How much will it cost you to operate your child care business on an ongoing basis?</p> <p><i>Contact your local CCR&R for help in calculating this information or use the Provider Cost of Quality Calculator.</i></p> <p>https://childcareta.acf.hhs.gov/pcqc</p>	
<p>How many staff do you need to hire? What will you pay the staff? Will you be able to offer any benefits?</p>	