# **THANK YOU** for participating in the Annual Family Surveys!

Your feedback provides us with valuable information about how well we are meeting the needs of our families. We are excited to share the following results with you:

## NET PROMOTER SCORE

You were asked how likely you would be to recommend CAP Tulsa to a friend or family member. This is called a **Net Promoter Score** (NPS), a globally recognized indicator of customer satisfaction.

**Our NPS was 87** on a scale of -100 to 100, compared to the national average score of 57 for the other early childhood education organizations that were surveyed.







**91%**

stated CAP Tulsa has met their needs either very well or extremely well.

**97%**

felt that CAP Tulsa mostly or always treated them with respect.

**81%**

shared that they feel very or extremely connected to staff at CAP Tulsa.

## PARENT GAUGE

Most families agree or strongly agree that CAP Tulsa supported them to manage their child's emotions this year. Learning to manage your emotions is an important skill set to learn in early childhood!



**98%**

"I trust the program to keep my child safe."

**98%**

"I trust the program to help my child grow and learn."

CAP Tulsa
Helping Families Succeed

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## COMMENTS & FEEDBACK

Families also shared the following comments about their experience at CAP Tulsa:

"When I put my children into CAP, it was a really hard decision for me. I was a single mom and very protective, but I had heard about it through my job and word of mouth, but two weeks after being in the program - I definitely felt like, WOW, where has this been all my life!" – *Sand Springs Family*

"Because of the program we now have a better future ahead of us for the whole family. My son has the best education and care." – *Briarglen Family*

"The program has taught me different strategies for calming my son down when he is upset and using those things at home. Recreating what they do at school at home, reading his emotions, and learning how to respond to them." – *Reed Family*

"The staff have worked with my family during some extraordinary circumstances and have always been respectful, kind, and supportive." – *Skelly Family*

## COMMITMENT TO EXCELLENCE

We also heard families' thoughts on opportunities for improvement across the agency:

- We heard the need for added aftercare at some schools, and have made slight changes to our model to allow some additional flexibility in the coming year. As staffing and slot capacity allows, we hope to better meet the demand for aftercare at all schools.
- Reviewing processes and procedures as it pertains to paperwork and program transitions was highlighted as an opportunity for improvement. As an agency committed to continuous improvement, we are always reviewing and seeking efficiencies to further streamline our processes to better support families and staff.
- Finally, we received suggestions for helping to familiarize families with staff at schools beyond teaching teams. We are considering options for displaying names, titles, and mini-bios for family-facing positions, similar to what families are used to seeing outside the classroom, for staff who work at the front of the building or in spaces throughout the schools.

**Thank you again to the families who participated in the 2023-2024 family surveys!** Your input is essential in helping us make improvements for the new school year.



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