STAM 2017
State and Territory CCDF Administrators Meeting
August 8–10, 2017 • Marriott Wardman Park • Washington, D.C.

Navigating the Elements of a Consumer-Friendly Website

Office of Child Care

Early Childhood National Centers

Objectives

- View key consumer education website elements

- Learn decisionmaking processes state leaders have used in building their consumer education websites

- Gain practical information and inspiration to develop or enhance your own website
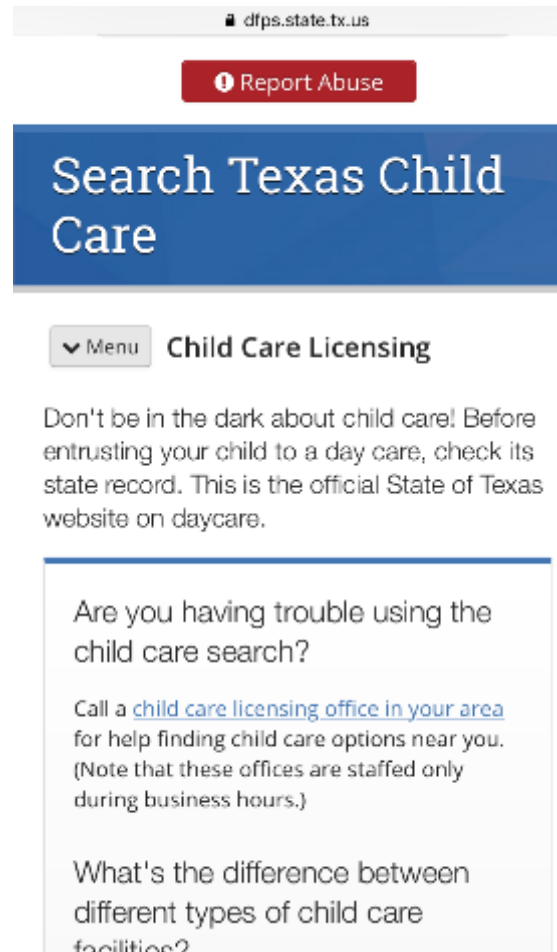
Session Overview

- Elements of user-friendly search results

- Decision points

- Panel
  - Indiana
  - South Carolina
  - Utah
  - National Center on Early Childhood Quality Assurance representative

Elements of a User-Friendly Website

Easily accessible

Elements of a User-Friendly Website

Searchable

Elements of a User-Friendly Website

Searchable

Elements of a User-Friendly Website

Easy to navigate

Elements of a User-Friendly Website

Plain language

INSPECTION DATE: 10/11/2016
INSPECTION TYPE(S): Announced

This inspection was passed with no cited findings.

INSPECTION DATE: 09/20/2016
INSPECTION TYPE(S): Complaint Investigation

Finding #1

100-11(1): Direct supervision of children at all times is required   Cited   Level 1

The provider did not ensure caregivers provide direct supervision of all children at all times. In the parking lot, a school-age child was left unsupervised after being transported from school.

Date Correction was Verified: 11/16/2016   **Complaint Date(s):** 09/29/2016

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Elements of a User-Friendly Website

Easy to understand

Facility Review & Complaint Information **(41 records found)**

Inspection Type	Date	Deficiency Type	Severity ❓	Resolved
Complaint	04/07/2017	Hazards	High	On Site
Application	03/15/2017	Improper Supervision	High	On Site
Application	03/15/2017	Out of Ratio	High	On Site
Application	03/15/2017	Staff Records	Low	Yes
Application	03/15/2017	Staff Training	Medium	On Site
Application	03/15/2017	Staff Training	Medium	On Site

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Elements of a User-Friendly Website

Quality and licensing information

Clark Kiersten (Lil Bloomers 24 Hour Child Care)

Family Child Care

Lil' Bloomers

2713 W 3rd St
Duluth, MN 55816
218-279-2030

Monday - Sunday
12:00 AM - 11:59 PM

★★★★ ❶
4 of 4 stars

2.33 miles away

(OK) Active License

Compare ☐

Favorite ☐

Eligible for scholarships ❶
Accepts CCAP

Decision Points

- Key decision points
  - Website development
  - Website design
    - Identify elements to include
  - Engagement of providers, families, and stakeholders

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Decision Points

- Where does this information live? Do we have it all? How do we get the information we need from other agencies?

Licensing

Subsidy

Child care resource & referral

Decision Points

- On what website will the search functionality live?
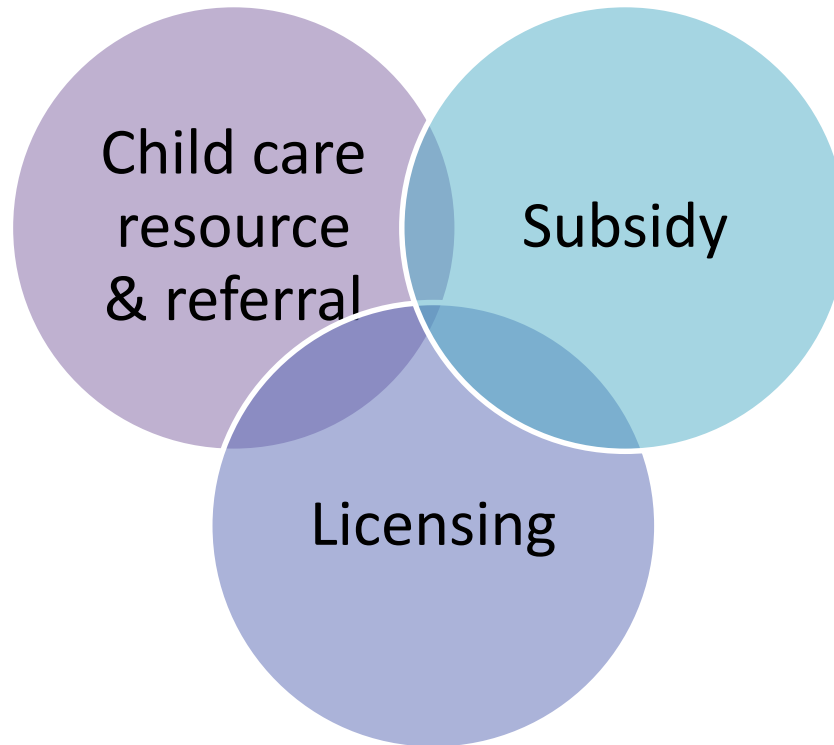
Decision Points

- What do we want to include in the search results?

Violations
Distance language
transportation complaints environment
special-accommodations provider-type
meal-options Enforcement-actions
financial-aid ages quality-level
accreditation
schedule openings

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Decision Points

- What do we know about how parents search? What do they value? What do they need to know?

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Decision Points

- How do we translate that knowledge to a user-friendly interface?

Decision Points

- How do we know our website met our objectives?

Resources

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Resources

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Resources

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