



Attracting and Keeping Qualified Staff in Canadian Child Care Programs

A project of Child Care Connections with Funding from Social Development Partnerships of HRDC

Community Consultation Techniques

(Adapted from: Butler, and Howell, 'Community Needs Assessment Techniques', Western rural Development Centre: Oregon State University, 1980)

There are a number of ways to do the community consultation. Community consultation could be used in the process of brainstorming for the environmental scan and in the feedback regarding the recommendations.

You can use existing information- for instance:

- the material from the discussion papers,
- the Internet regarding retention and recruitment issues in child care and other occupations
- Canada Employment Census records
- Documents from the sector such as Our Child Care Workforce, from your child care organizations, reports of task forces, government committees etc.

This information can be researched and used in informing the scan process or in combination with other techniques.

You can use new information:

- See the world through the eyes of - a director trying to find staff; a training program trying to recruit students; licensers trying to ensure compliance with the regulations; organizations trying to meet the needs of the sector...
- A case study method- include the history and background; picture of the present; relationships between people; facts from the ongoing situation; no judgmental feelings by the reporter. From here it is analysed and diagnosed. The environmental scan is a kind of case study.
- Survey- Prioritizing- The recommendations are circulated to the sector and they are asked to rank the recommendations from 1-5, one being the most important and being the least. Or – Feedback- ask the sector to record their comment, concerns or considerations regarding the recommendations. Give them room to add additional comments for each area.
- Key Informant Interview- who has the information that you need. Determine what information you will need, draft questions and conduct the interview.
- Life History – Gather the stories of a representative group of child care practitioners around attracting and keeping staff. Gather stories of practitioners who stay in child care; and those who have left, and why.
- Nominal Group process- Brainstorm carousel plus the dot mocracy or one to one voting is a nominal group process.
- Advisory Groups or Task Forces- This means can be used to oversee the environmental scan process, or for parts of the process. In the role of the group: identify composition and selection process; purpose; duration; methods of operation- include kind and type of meetings, communication, decision making method; and motivation and reward.
- Community forum- this serves many purposes- to inform, to broaden participation, to secure by in, to get more information.
- Community impressions/focus group/review committee- a representative group/researchers/experts is brought together to give impressions/ direction/ feedback on the environmental scan/recommendations/ causes etc.