

March 28, 2011

Dear Parents and Guardians:

Surveys are really important to me as the owner. Please know that I read and evaluate every comment and share the results in a confidential manner with the entire staff. Generally, it takes about 30 days to make necessary changes based on the most important issues so please be patient while we work through them. And we WILL work through them! This is “our” school and without you and your constructive feedback, we can’t improve. The primary concerns relate to curriculum and staff turnover. While the specifics will be addressed and corrected, I believe it is helpful to give a broader perspective to what you see in the classroom. For those of you who know me well, I have a tendency to be pretty up front when I communicate about your concerns. I hope it will be received in the constructive light that it is intended!

With regard to curriculum, there are several philosophies to how children learn best. One important objective is to strike the perfect balance so that children are not “over” challenged whereby they are anxious and lose their zest for learning and are not “under” challenged whereby they are bored and frustrated. I am convinced that Kids R Kids curriculum is the right curriculum for the vast majority of children’s learning styles and is second to none in the industry. The keys are to ensure that it is being consistently presented and worked by the teaching staff and that the children are in the right classroom. There will always be individual developmental milestones that need to be worked on in very small groups or individually. The Kids R Kids Educational Team consistently evaluate how well individual schools in the system apply the standards and day to day requirements of the curriculum through quarterly on-site “surprise” monitoring visits. We have scored within the top 10% of the matrix over the last 12 months. Our Platinum award for 2010 is weighted heavily towards curriculum administration. However, with every monitoring visit, there are individual classrooms and teachers have been singled out for training and better application. We will continue to monitor and evaluate each department and classroom on a regular basis and to make sure you are getting better communication about what is happening in the classroom.

Turnover is a challenge in the early childhood education field. In the past, this has been due primarily to low pay and a lack of professionalism in the classroom and the front office. Much of this has changed industry-wide. At our school, the teaching staff has a combined pay scale and benefits package that to my knowledge, is not offered elsewhere. As a long-standing member of the Central Florida Director’s Association and the Florida Association for Child Care Managers, I can assure you that our comprehensive benefits package is unique. In addition, we also have paid holidays, sick days and vacation pay. The key here is hiring people that need and want these benefits and are willing to earn the higher pay grades through longevity, education, good classroom evaluations including State, Corporate including Curriculum and Quality, APPLE accreditation and the Early Learning Coalition. In other words, this is not an easy place to work. Staff are constantly challenged to improve in the classroom and professionally. Many people (in any workplace) are simply not willing to go that extra distance when an organization has set its sights on *Great!*-not just *Good Enough*. In addition, It is not unusual to have experienced staff leave a center when a new school opens. Quite frankly, it is much less

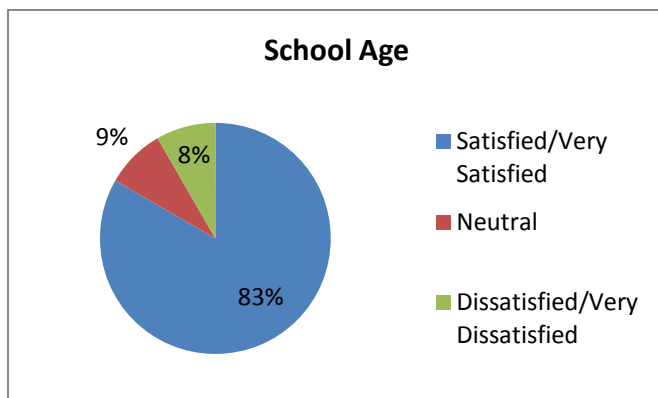
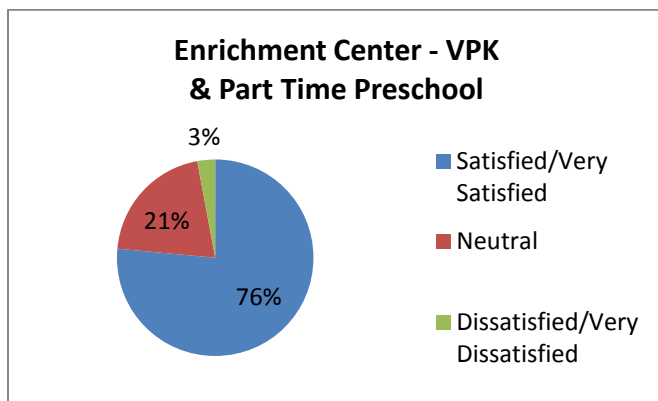
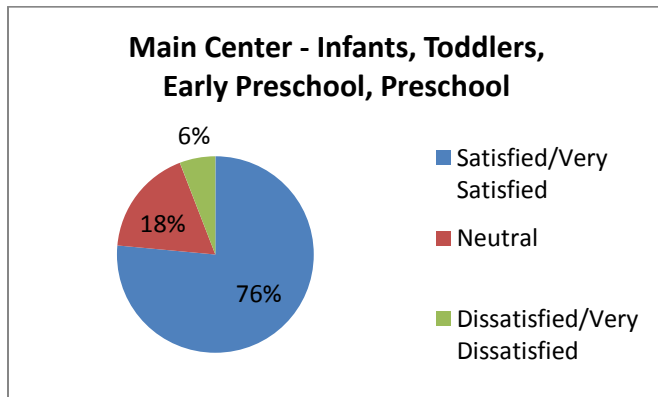
stressful for them because the bar is set low in terms of the technical aspects of what is required in the class. Lower certainly than for an established school that accepts state funding, is accredited and part of a franchise system that has the depth and commitment to the children and families that the Kids R Kids franchise system has. Add that to the high expectations I have for all staff. I fully intend to keep my Platinum Award status, my Gold Seal and my APPLE accreditation and to score in the upper percentile on all state education measures. And, they have to earn those benefits, as well as be adaptable and flexible. That is what is required in most workplaces. That trickles down through the managers and supervisors and can create stress for certain individuals who don't subscribe to this environment. Yes, there are issues that play into decisions to leave as there are in any organization. ***My commitment to you is that I will continue to try to build the current team of teachers and stop the experienced teachers who are high-performers from leaving our school.***

Thank you all so much for helping me as the key administrator to focus on what is most important to you and your families through your comments and feedback. Please do not ever hesitate to let me know what is on your mind.

Sincerely,

"Miss Christy" Dell

How satisfied are you with the teachers in your department?



Here's what you said:

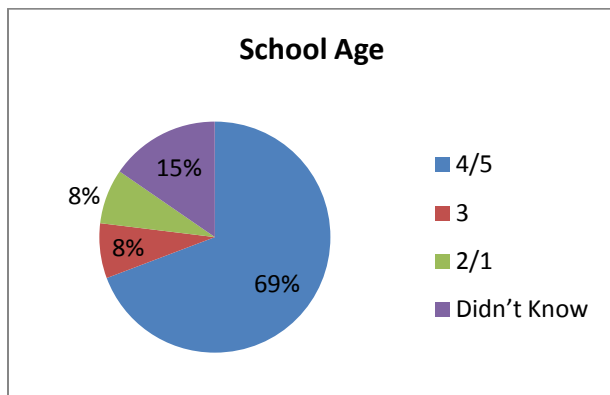
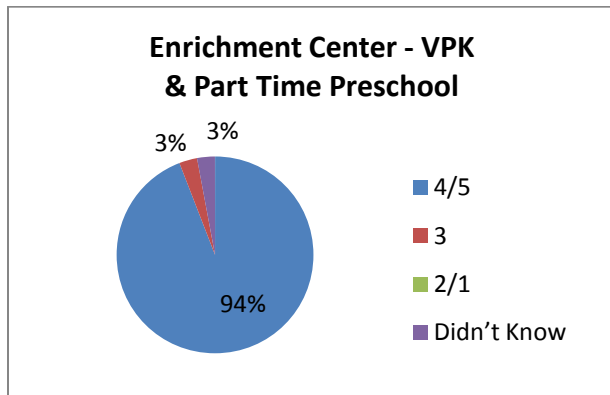
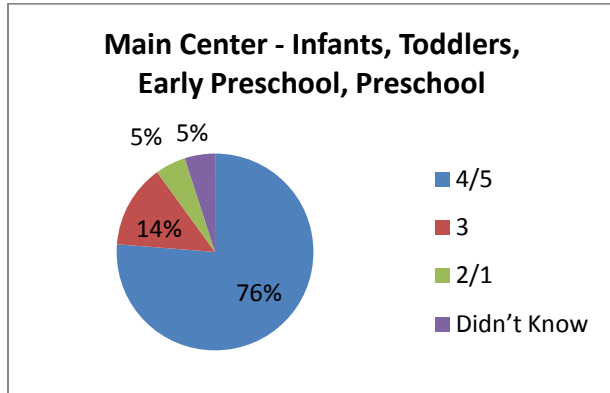
- Ms ☺ is very friendly and outgoing, my son talks very highly of her and how nice she is.
- Both my kids love their teachers.
- I would hope to see more of the work my child is doing at the school.
- Very satisfied with Ms. ☺ and Ms. ☺ the assistants have been inconsistent.

Here is what we do:

- Look for a Portfolio Night coming up in the near future. This will give you the opportunity to see your child's progress from the time they started at Kids R Kids until now.
- Our Preschool program has grown quite rapidly. We recently hired three new assistants for that department to help keep consistency.
- Our teachers are required to have 25 hours of professional development training each year – that is 2 ½ times the state requirement! We continue to monitor and evaluate our teachers so we can provide them with relevant training on a quarterly basis.
- Class sizes in our Early Preschool department have been reduced to better meet the needs of all the children.
- All classrooms are operating within A.P.P.L.E. ratios*

* If you would like more information regarding A.P.P.L.E. please ask at the front desk. Note that in the late afternoon as the number of children in the center drops because children are going home, classrooms will combine so teachers can go home. During this time you may experience slightly higher ratios.

On a scale of 1-5, with 5 being the best, how do you rate the curriculum in each department?



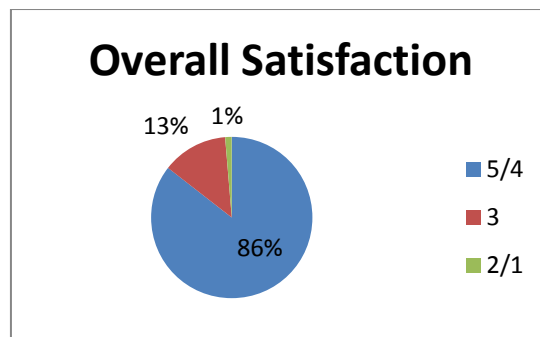
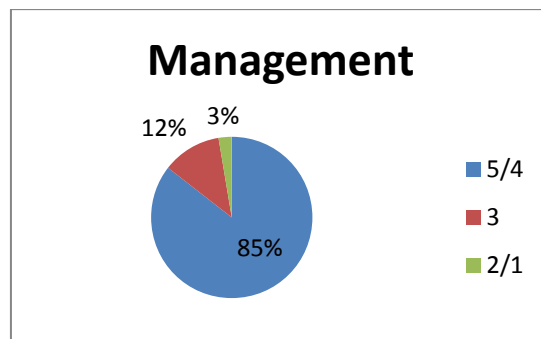
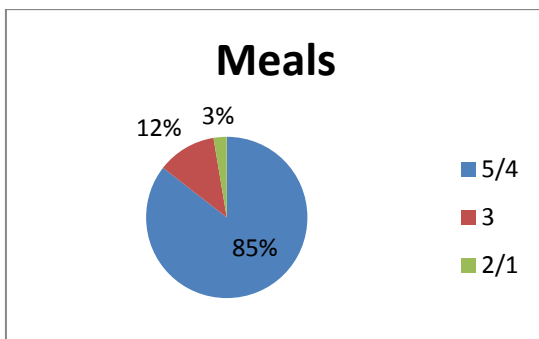
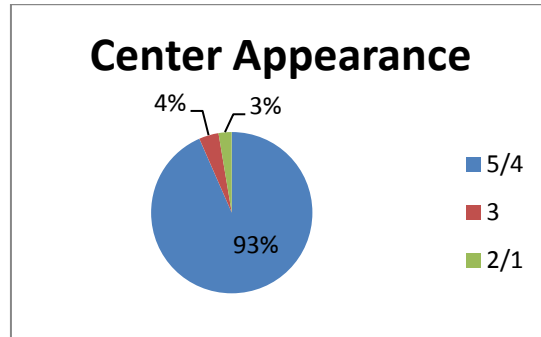
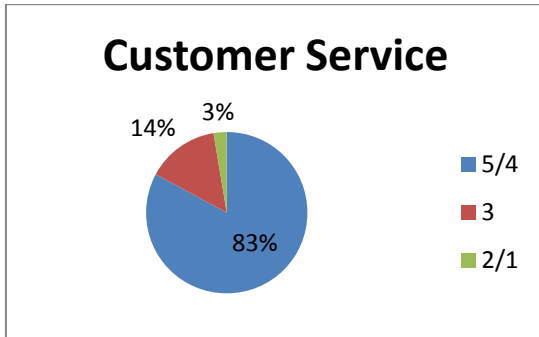
Here's what you said:

- I am surprised at what he has learned this school season, far beyond our expectations.
- I am very pleased with all of the hand writing and exercises that are done in Suite 500. I can tell Miss ☺ is working very hard with the children. I think she does a great job educating the children while still providing the right level of care and discipline.
- Have not seen the full curriculum. We rarely receive the family connection letters on time. We often have to request a copy to know what is going on.
- They have a good balance between work, play and activities for the kids.

Here is what we do:

- Our corporate curriculum department works continually to update the curriculum to ensure it is relevant and meeting the developmental needs of the children.
- Family Connection Letters are put in the children's take home files at the end of each week. We will continue to work with the teachers to ensure this is being done consistently.

We asked you rate your satisfaction in each of the following areas. Ratings are on a scale of 1-5 with 5 being the best.



Here's what you said:

- We are happy here!
- Teachers in Room 200 are great, 😊 loves them!
- Our family is fairly new to the school, so there are many activities and programs we were not aware of.... Our child seems happy at the school.
- The only area where some improvement can be made is just in communicating what the curriculum is in each department and what the learning/developmental goals are for each department. There is no doubt that my child has and will continue to learn at the school and that has always been a big factor in our decision to keep her there.
- I am very concerned with the high rate of attrition of teachers.
- I would like to see healthier meals for the kids.
- We have been happy!
- I appreciate that 😊 and 😊 worked with me!

How clean is your child's classroom/department?

We are proud to say that 100% of people responding to the survey felt our classrooms were clean! Thank you, we work very hard to keep our center top notch!

Extra Curricular Activities

Over the past six months, we offered 7 different extracurricular activities. These activities included: CyberKids, Rock It Science, Gym Buddies, Martial Arts, Playball, EuroSoccer, and Kidz Art. When we asked about your participation, here is what you had to say:

- Playball continues to be a favorite, 20% of people who responded currently use it or have used it in the past.
- A large number of you told us you did not know about the extracurricular activities. There is a calendar of activities posted in the Parent Information Area along with the enrollment information for each activity. We also held an extracurricular activity fair recently and will continue to do this again in the near future to give you the opportunity to find out more about the activities offered.
- Due to lack of participation, we will no longer offer Kidz Art.
- Many of you commented your children participate in extracurricular activities outside of school.

Family Involvement Activities

We are always looking for ways to get families involved in our center, while also giving opportunities for families to socialize and network outside of school. We asked about the current involvement activities (restaurant family nights, take home family projects, community service activities, community events, and center events) we offer and here is what you told us:

- The 3 activities you like the most are the family projects, community service, and center events.
- An average of 26% of those who responded stated you did not know about the activities. Please be sure to pick up a copy of our monthly calendar (or download it from our website) for a complete list of center-wide activities. We will work harder to communicate upcoming events for you.
- 21% of those who responded would like us to do more center events like the Holiday Sing Along, Art Gallery, and Parents Night Out.
- On average 47% of you felt we provided just the right amount of family involvement activities.

Playgrounds

Kids R Kids is unique in that we offer six age-appropriate playgrounds on our property. We asked you to rate our playgrounds on a scale of 1-5, with 5 being the best based upon the following criteria: appropriateness, condition and quality of the play equipment, overall aesthetics of the playground, and the quality of the outdoor activities. Here is how you rated us:

- 87% gave us a rating of 4 or 5
- 11% gave us a rating of 3
- 2% gave us a rating of 2 or 1

You told us:

- This is still one of the major reasons we like KRK is the big playground and the amount of time they spend outside.
- We are very pleased about the daily outdoor physical activity.

Again, we cannot thank you enough for your input and feedback. Rest assured that we are always working diligently to improve the center. The only way we can do that is through feedback from the amazing families in our school. Keep watching as we work on the areas you indicated. Our next survey will be in September. We're looking forward to hearing from you again!