

Final Report **The Nanny Professional Development Survey**



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Conducted for:
*The San Mateo County Child Care
Partnership Council*

San Mateo County Office of Education

Conducted by:
The Institute for Families and Nannies

July, 2022

i: Introduction:

The childcare model is broken in America, without a clear feeder system of qualified individuals to meet the supply side of care.

Today almost 70% of children under 6 in the U.S. live in a home where all available parents work. These parents need quality childcare to manage work and family. Building the supply side of quality care persists as a challenge. In San Mateo County, there are licensed childcare spaces for just 43% of infants and toddlers. More than 9,000 new spaces are needed for children ages birth to four. In 2014, New York City implemented UPK. 2,700 infant toddler slots were lost as preschools closed *.

For over 100 years, nannies have worked in the shadows of the childcare industry, doing important yet unrecognized work for American families and their children. When San Mateo County families, particularly those needing infant-toddler care, are unable to find an available opening in a family daycare or preschool, and without family, friends, or neighbors (FFN) to provide care, these families enter the license-exempt, grey market of nanny care – and hire whoever they can.

There are no Federal or State recognized standards of care or best practices for nannies to inform their work or to give parents a level of trust in the person they hire. Anyone can say they want to care for children and post a notice online without the need to have a resume, references, health and safety trainings or a criminal background check. There are no recognized educational pathways for nannies. In most cities and counties nannies are not eligible for Federal and State funded childcare trainings and certification/available for other license-exempt in-home childcare providers.

In 2021, San Mateo County approved eligibility for nannies to participate in Quality Counts and receive Support for their professional development from the State of California. In September 2021, Foothill College, serving San Mateo County, implemented The Nanny and Family Studies Program enrolling 37 nannies in the first cohort. For the first time in the U.S., nannies could earn college credit for courses unique to their work that counted toward an Associate Degree in Child Development.

In 2022, the San Mateo County Child Care Partnership Council (CCPC) contracted with The Institute for Families and Nannies (TIFFAN) to conduct a survey of nannies living and/or working in San Mateo County to evaluate nannies' current level of satisfaction in higher-level nanny education, job training with employment opportunities and mentoring supports, and their level of interest if those supports were available. The results of the survey will inform the County's childcare initiatives for 2023 and beyond.

**Jessica Brown, Does Public Pre-K Have Unintended Consequences on the Child Care Market for Infants and Toddlers? (Princeton University Industrial Relations Section Working Paper) 2018*

The Nanny Professional Development survey for CCPC was conducted digitally and in-person from March 15 to May 2, 2022, targeting nannies living and/or working in San Mateo County. The survey also collected a national online sample for comparisons.

This report covers nanny opinions on higher-level education, job training with employment opportunities and mentoring supports. Languages spoken, ethnicity, country of origin and years of nanny experience were collected on all respondents. This report begins with a summary of the key findings drawn from the survey analysis and strategic recommendations for San Mateo County's childcare initiatives for 2023 and beyond. The recommendations are followed by detailed findings, based on cross-tabulation analysis of the survey data. Specifically, we examine:

- Nannies' current level of satisfaction with higher-level nanny education, job training with employment opportunities and mentoring supports.
- Nannies' level of interest if these opportunities were available.
- Nannies' ideas about what supports they needed.
- Demographic differences of each segment.

The detailed findings are followed by an appendix containing the survey questionnaire with response totals.

Tables included in the text of this report highlight selected relevant survey findings and are expressed in percentages. The base for each table is all nanny respondents living and/or working in San Mateo County (n=121) unless otherwise noted. In reading these data, when the percent sign (%) appears at the top of a column, the numbers add vertically; when the % appears at the left of a row, the numbers add horizontally. An asterisk (*) indicates less than one percent; a double hyphen (--) indicates zero.

All figures have been rounded, so all tables may not add to 100%. This is due to weighting, rounding, omission of "don't know," or "refused," and other responses, or, in the case of multiple response questions, percentages add to more than 100%.

ii. Summary of Key Findings

The San Mateo County survey of 121 nannies living and/or working in San Mateo County from March 15 – May 2, 2022, asked nannies 18 questions about their current level of satisfaction and interest in higher-level education, job training with employment opportunities and mentoring supports. This section provides an overview and summary of key analytical points of the survey.

Our analysis of survey data identifies the following key points:

FINDING 1:

San Mateo County nannies are committed to their profession, twice as likely to be foreign-born and hold less than an associate degree.

Chart 1: Percentage of Nannies Working Six Years or Longer in San Mateo County

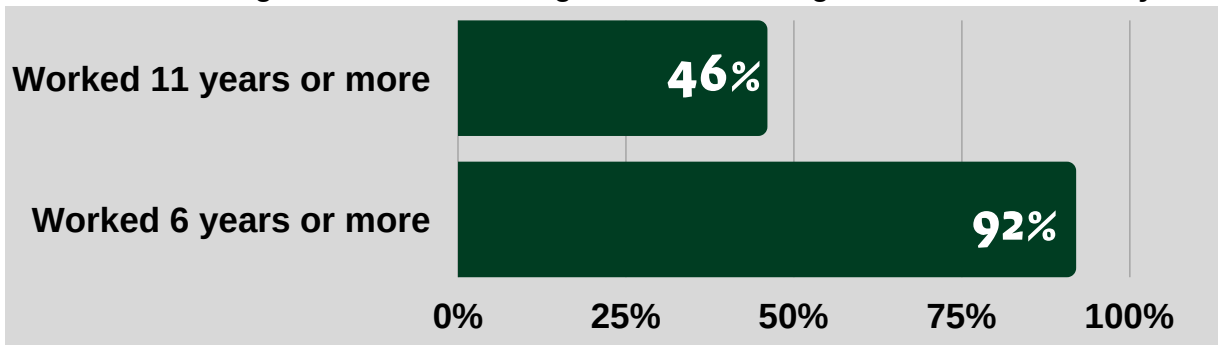


Chart 2: Percentage of Nannies Foreign-Born vs. U.S-Born in San Mateo County

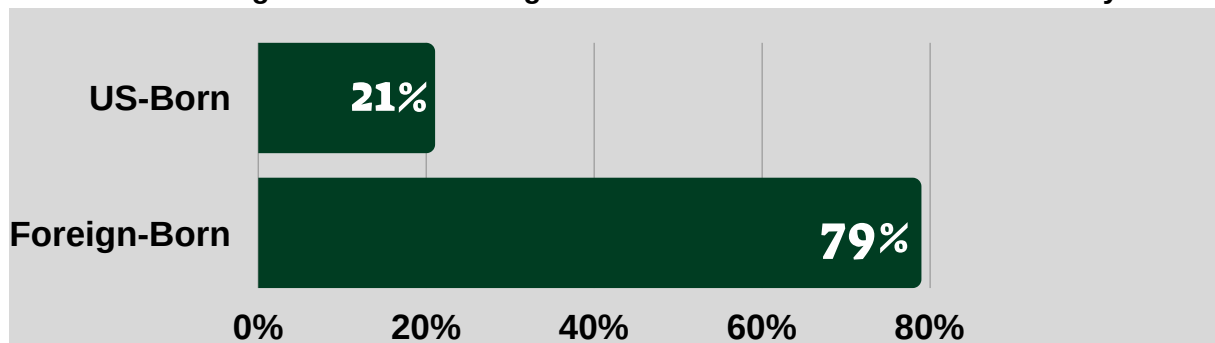
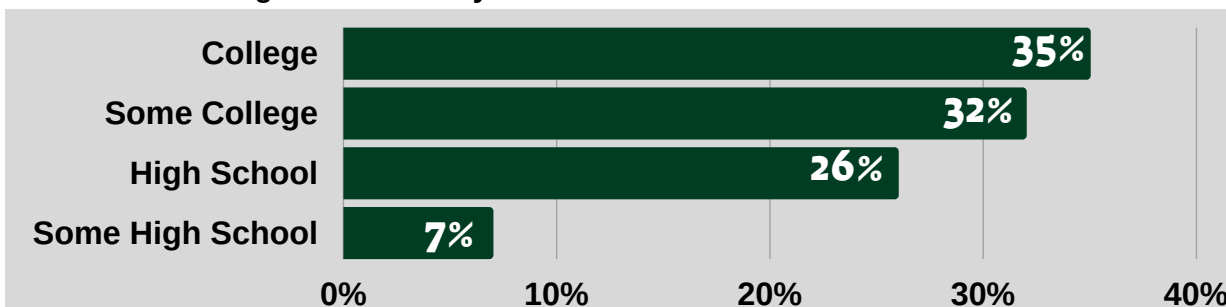


Chart 3: Percentage of Nannies by Level of Education Earned

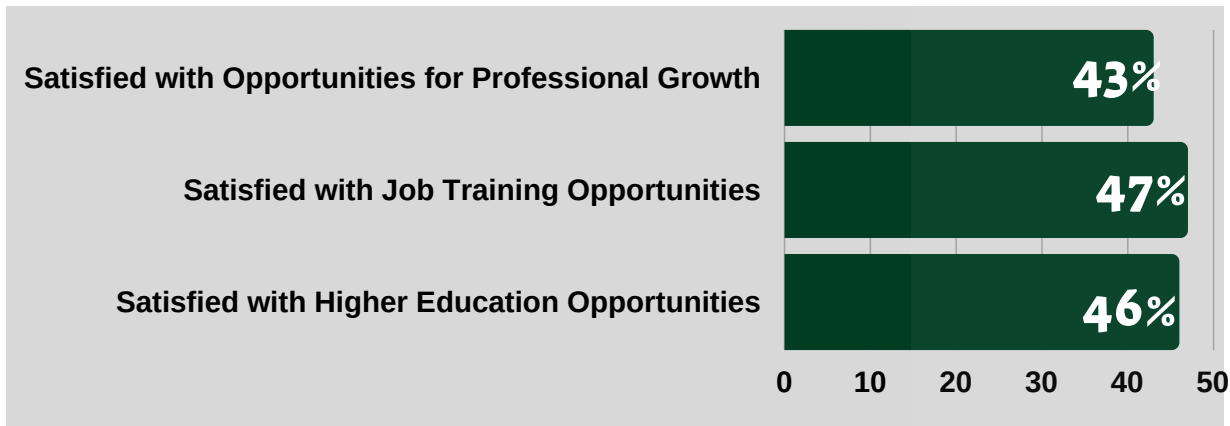


Our May 2022 data showed that 92% of nannies in our survey have worked six years or longer in their profession. Among them, 79% are foreign-born and 65% have less than a 2-year degree in educational attainment.

FINDING 2:

Nearly half of San Mateo County nannies are not satisfied with the current opportunities for professional growth, job training, and higher education

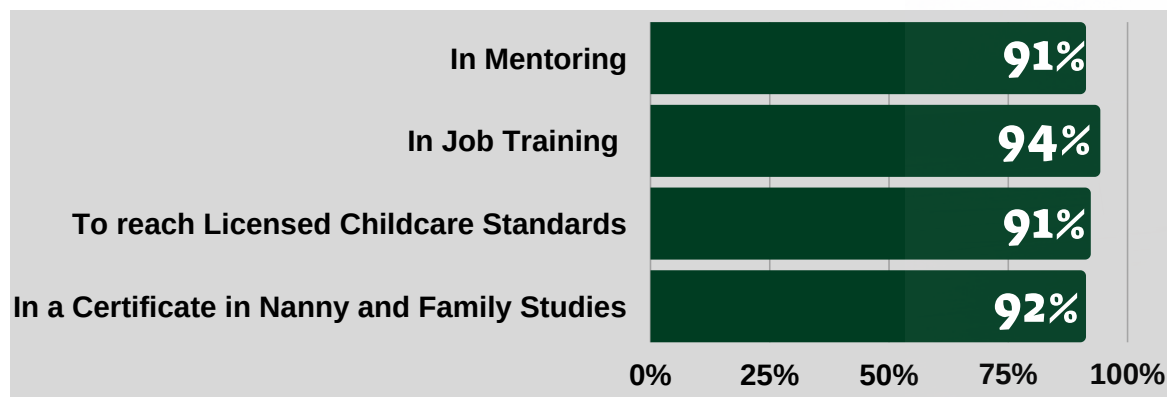
Chart 4: Percentage of Nannies Not Satisfied with Current Opportunities for Professional Growth, Job Training or Higher Education



FINDING 3:

Nannies with many years of experience want certification, training, mentoring, tech support and to reach licensed childcare standards

Chart 5: Percentage of nannies interested in mentoring, job training and higher-education opportunities



FINDING 4:

Over 70% of foreign-born nannies are Spanish speaking. They have less education (compared to U.S-born) and are more likely to participate in a job training program with mentorship supports.

These immigrant women have been working for many years as nannies, facing stressors related to immigration, lack of education, finding housing, and learning English as an additional language while raising their own children. Despite these challenges, they are unified in their expressed need for professionalization, education, job training and mentor supports.

Chart 6: Ethnicity of San Mateo County Nannies by Percentage

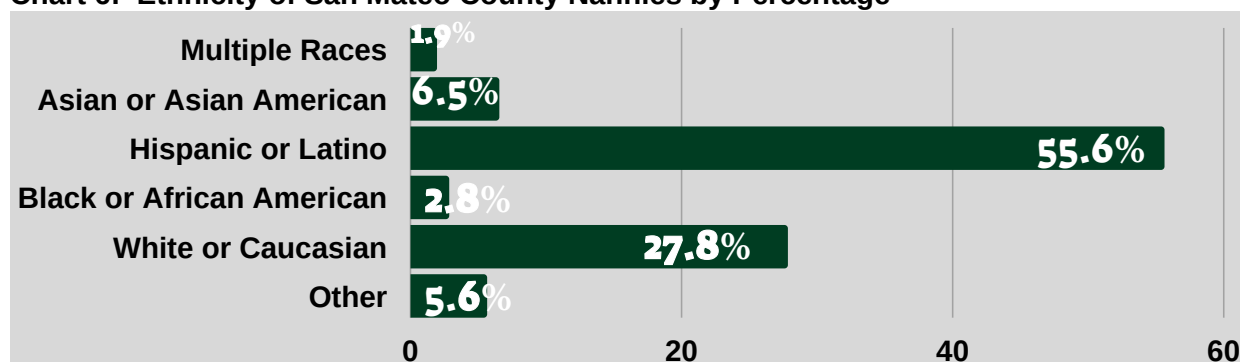
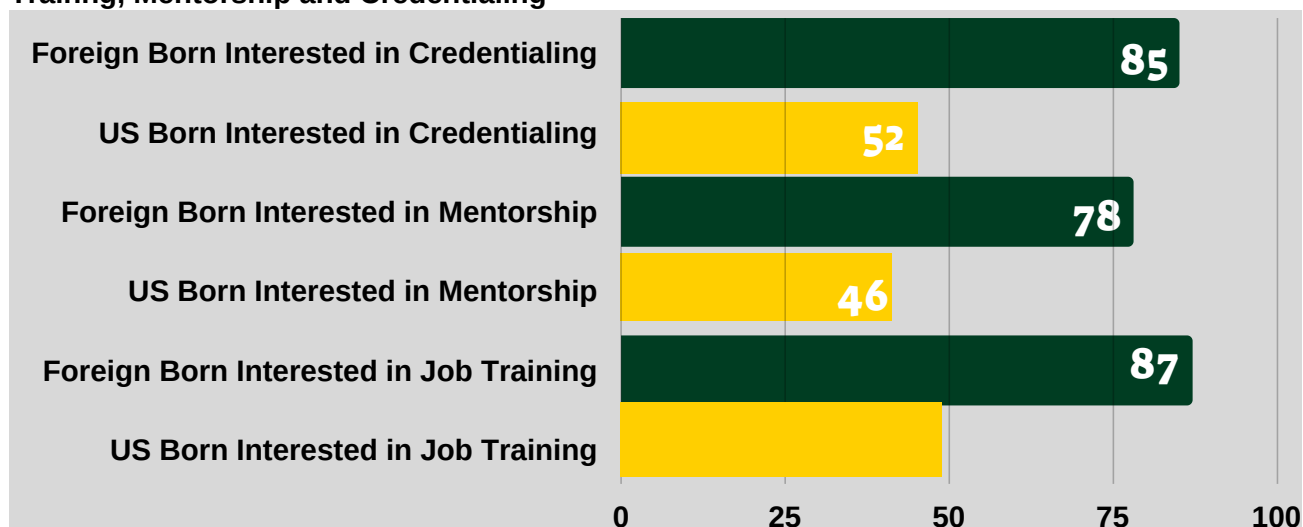


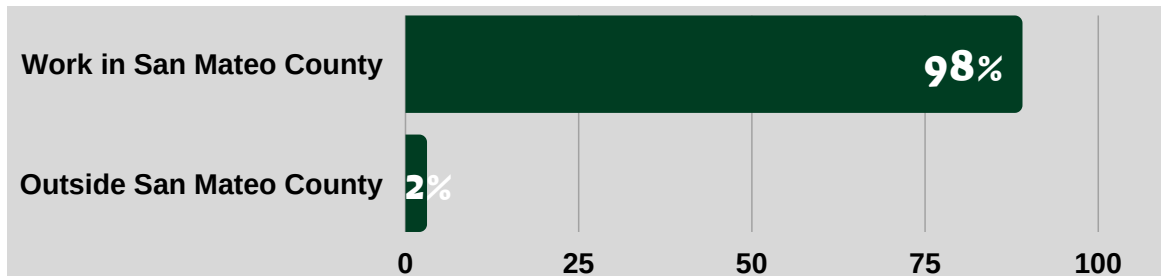
Chart 7: Foreign Born Nannies vs. U.S Born Nannies by Level of Interest in Job Training, Mentorship and Credentialing



FINDING 5:

San Mateo County nannies find work in the County. 98% of nannies that live in San Mateo County also work in San Mateo County. These nannies do not secure employment outside of San Mateo County, either because there are sufficient jobs available, or because they prefer to work close to home.

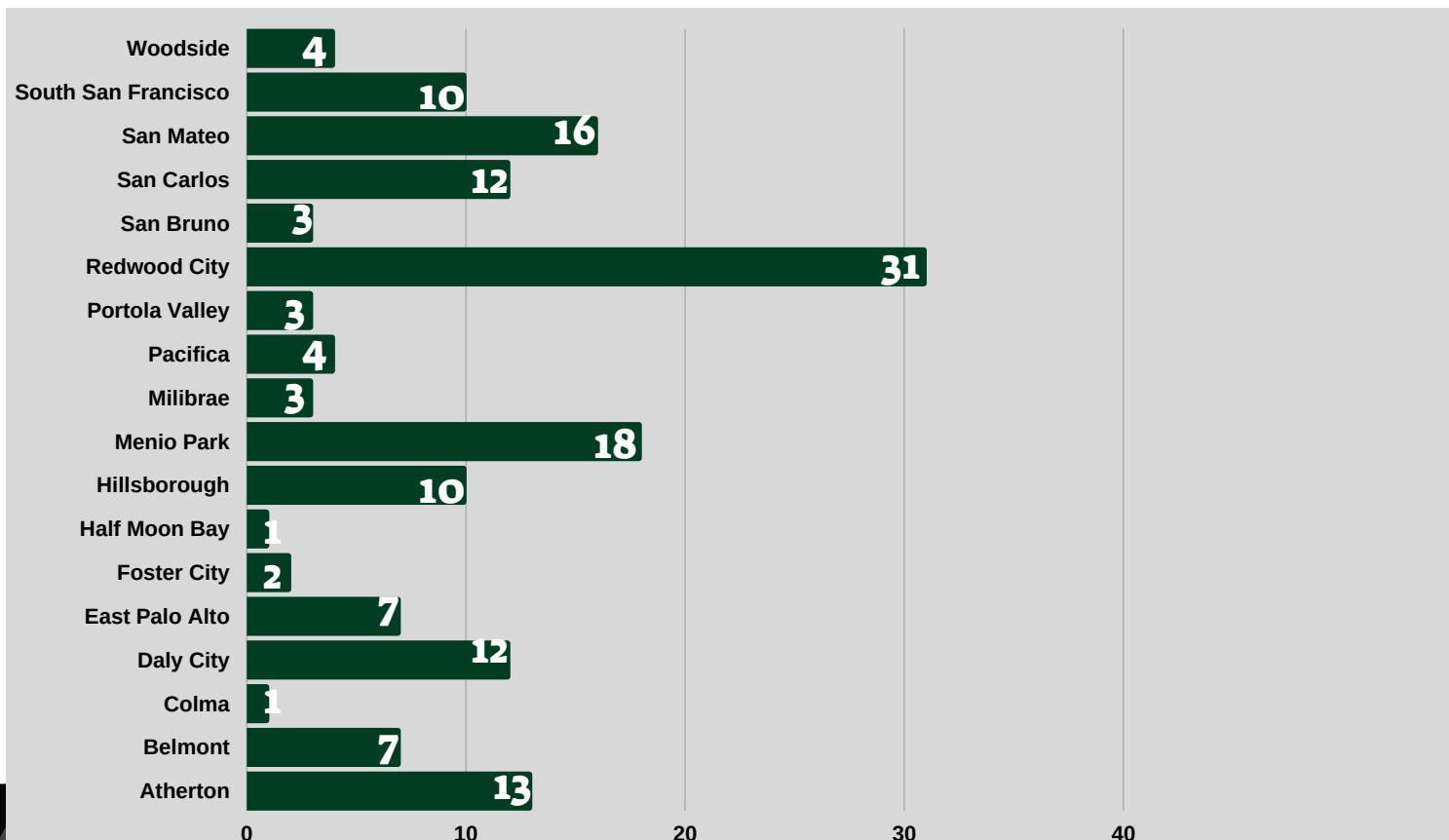
Chart 8: Nannies that Live in San Mateo County and Work in San Mateo County



FINDING 6:

Unlike the expectation that nannies work for high-income families, San Mateo County nannies find work in cities throughout the County, including in cities that are not predominantly high income.

Chart 9: Number of Nannies Working in San Mateo County cities



iii. Discussion

A nearly half of San Mateo County nannies are dissatisfied with the current availability of higher-level education, job training, mentoring and tech supports. This is expectable given there are no recognized standards or career pathways for nannies. Despite this lack of supports, there is a lot of positivity. Nannies with many years of experience want to be educated, they want more training and value mentor, and tech supports. It is important to acknowledge that San Mateo County nannies are enthusiastic for education and professionalization.

There are many myths and stigmas of who nannies are and who they work for. The grey market of nanny care is fertile ground for myths and stigmas to develop. The invisibility of nannies from institutions where childcare workforce data is collected further reinforces these perceptions. Because nannies work in the shadows of care, they are not seen. Institutions and individuals cannot know what is there if it is invisible. This survey is a beginning to gather meaningful data on the nanny workforce to more clearly understand who provides nanny care, to whom and the quality of care provided.

1. In this survey, 79% of the nannies working and/or living in San Mateo County are foreign-born with many years of nanny experience, facing stressors related to issues of immigration, low levels of education and learning English as an additional language. Despite these challenges they are unified in their expressed need for professionalization, education, job training and mentorship supports.
2. Nannies that live in San Mateo County also work in San Mateo County. 97% of respondents that live in the County also work in the County and have done so for many years. These nannies do not secure employment outside of San Mateo County, likely because there are sufficient jobs available in the County and/or because they prefer to work close to home.
3. There is a significant difference between foreign-born nannies and U.S. born nannies in their level of interest in education, training, and mentorship support. Foreign-born nannies show a higher level of interest in these areas. This significant difference doesn't change the fact that all nannies show a very high level of interest in these supports.
4. Unlike the expectation that nannies work for high-income families, San Mateo County nannies find work in cities throughout the County, including in cities that are not predominantly high-income.
5. Nearly half (46%) of nannies working in San Mateo County work in cities where the median family income is below the County median family income

6. Supporting children's social-emotional development is the main topic nannies are interested in learning about. Spanish-speaking nannies are primarily interested in creating developmentally appropriate activities for young children.

A large population of nannies was recruited from outside the study area of San Mateo County. We compared the sample of nannies from outside the study area to those in San Mateo County to make sure that the populations were similar. The populations were indeed comparable based on years' experience providing childcare, level of education, and ethnicity. A chi-square test of independence, a statistical test of comparability, did not indicate any significant differences between populations on these demographic characteristics.

iv. Recommendations

1. Develop bi-lingual education and job training programs for nannies with mentoring and tech supports available.
2. Offer classes on evenings and weekends to accommodate working nannies.
3. Develop programs with content unique to nannyng utilizing the knowledge and experience of nannies 'in the field'.
4. Provide certificates and credentials from recognized higher-education institutions and community-based organizations.
5. Gather data to inform public policy and childcare initiatives that meet the growing demand for quality childcare, and to support all members of the childcare workforce
6. Promote existing resources, such as professional development, trainings, coursework, etc., that already exist in San Mateo County through 4Cs, community colleges and nonprofit organizations.

The above recommendations support San Mateo County childcare initiatives to ensure a pipeline of quality childcare workers are available to meet the existing and growing demand for care. The recommendations meet County wide objectives to:

1. Promote educational and economic mobility for the existing nanny workforce and a pipeline with recognized career pathways for future generations of nannies.
2. Bolster economic, community and workforce development through public and private partnerships that meet the needs of working parents and employers.
3. Ensure all children in San Mateo County have the opportunity to create relationships with early-care educators that provide consistent, responsible and safe care in partnership with the families with whom they work.

v. Detailed Findings (see Appendix – Summary of Survey Results by Question)

vi. Methodology

The survey was designed by The Institute for Families and Nannies and comprised of 17 quantitative questions and one qualitative question to evaluate nannies currently living and/or working in San Mateo County current satisfaction with higher education, job training and mentorship supports and their interest if these were available. The survey was distributed in person and online from March 15 – May 2, 2022. The survey was available in English and Spanish languages. One hundred twenty-one nannies that lived and/or worked in San Mateo County completed the survey.

1. In-person distribution utilized a grassroots model in which nannies went to San Mateo County parks, playgrounds and libraries to meet nannies where they regularly went during the day with children.
2. These nannies also went to food distribution events at county non-profit organizations attended by nannies. They also attended virtual and in-person meetings and events for nannies.
3. Online distribution utilized email and social media to post survey announcements on TIFFAN platforms and those of our partner organizations and numerous online nanny and parent groups.
4. Digital marketing included Facebook and Google ad campaigns.

Return on the above outreach efforts was greatest with in-person distribution. Trust is a significant factor in engaging nannies to complete a survey. Meeting nannies individually and in groups allowed for a basic level of trust to develop between the surveyor and respondent.

vii. Appendix:

Survey Questionnaire (English)

Survey Questionnaire (Spanish)

Summary of Survey Results by Question

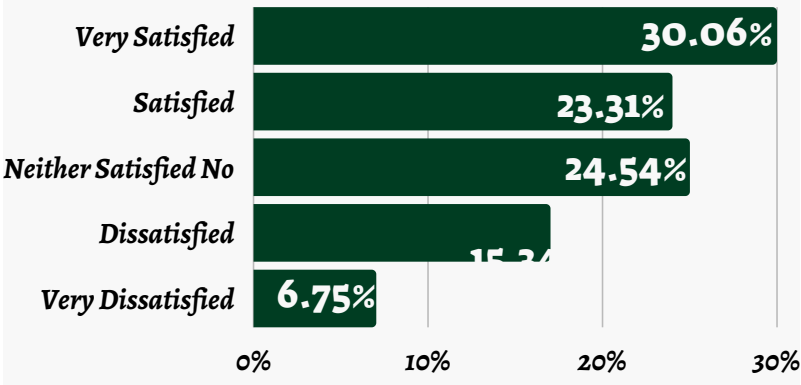
The San Mateo County Child Care Partnership Council

Nanny Professional Development Survey

A Partnership with the San Mateo County Child Care Partnership Council and The Institute for Families and Nannies

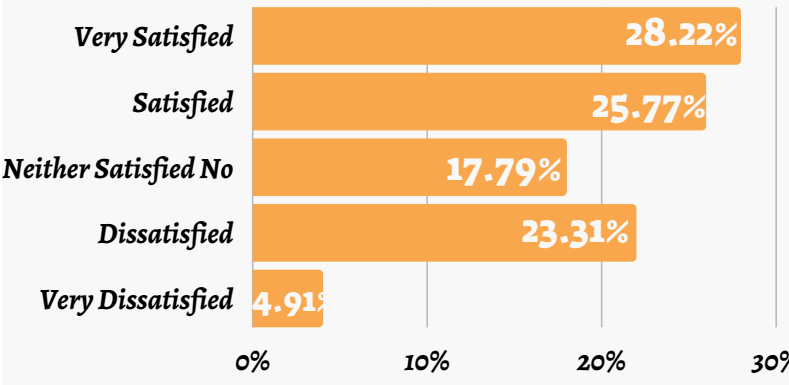
Question 1

I am satisfied with the higher education opportunities at colleges and ...
Answered: 163 Skipped: 0

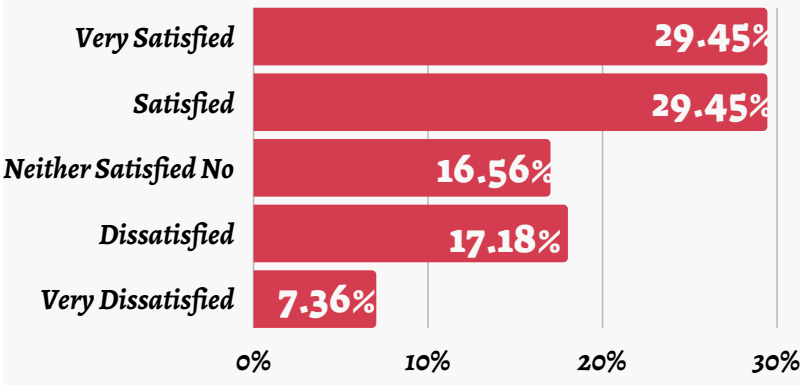


Question 2

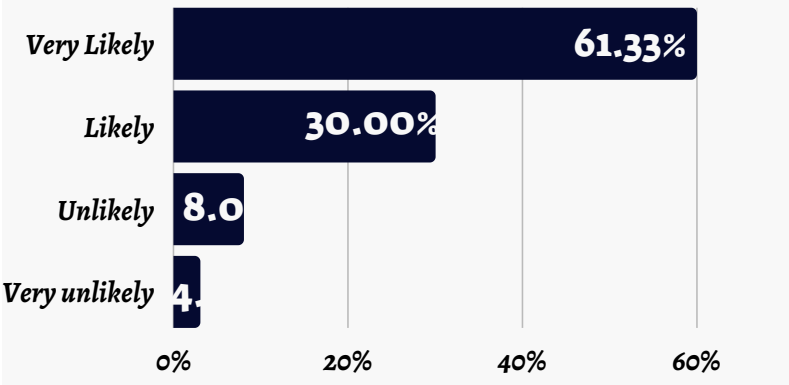
I am satisfied with the job training opportunities available for nannies
Answered: 163 Skipped: 0



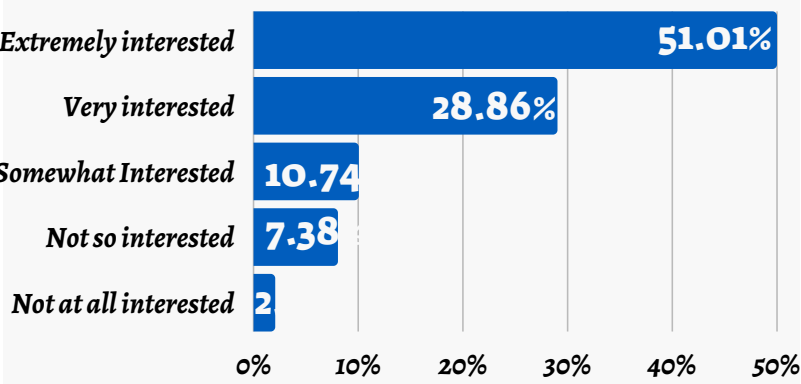
I am satisfied with my opportunities as a nanny for professional growth...
Answered: 163 Skipped: 0



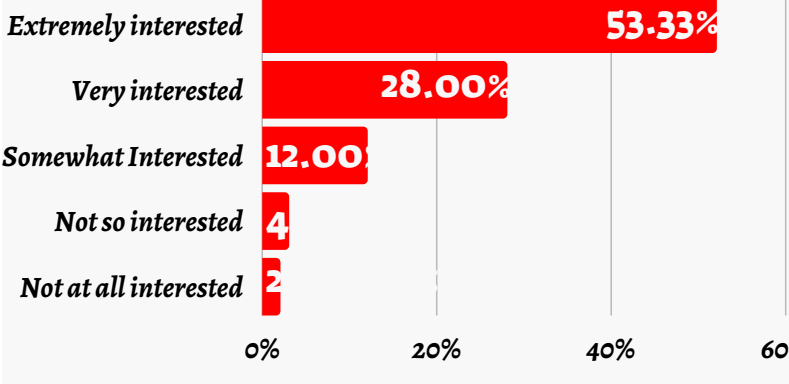
If a Certificate of Achievement in Nanny and Family Studies were offered...
Answered: 150 Skipped: 13



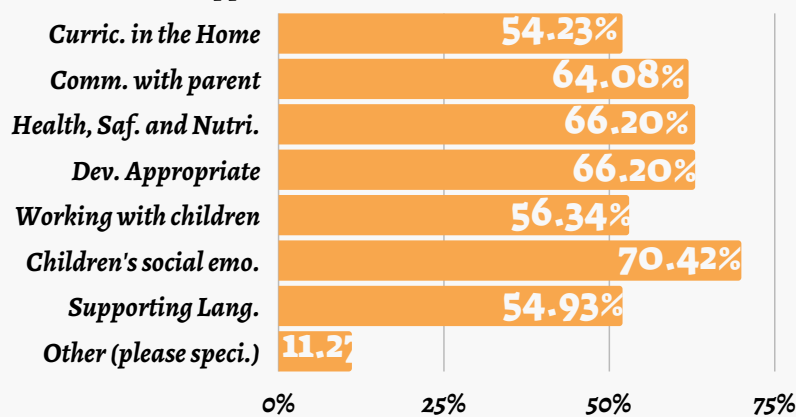
If a nanny job training program were offered that certified you for reac...
Answered: 149 Skipped: 14



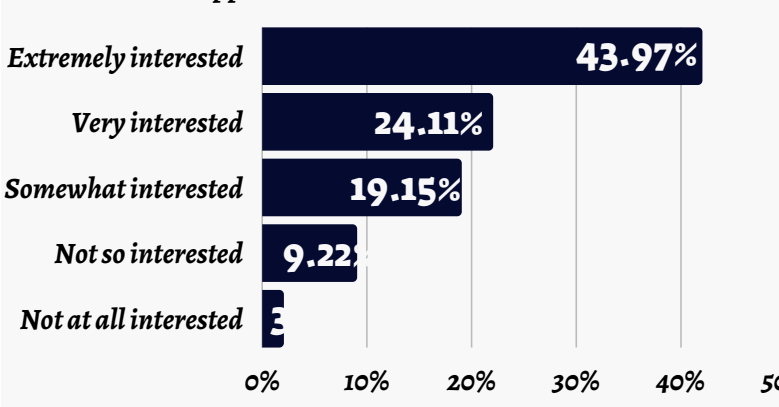
If a job training program were offered that gave you a certificate as a p...
Answered: 150 Skipped: 13



Which of these training topics would be of interest to you? (Select all ...
Answered: 142 Skipped: 21



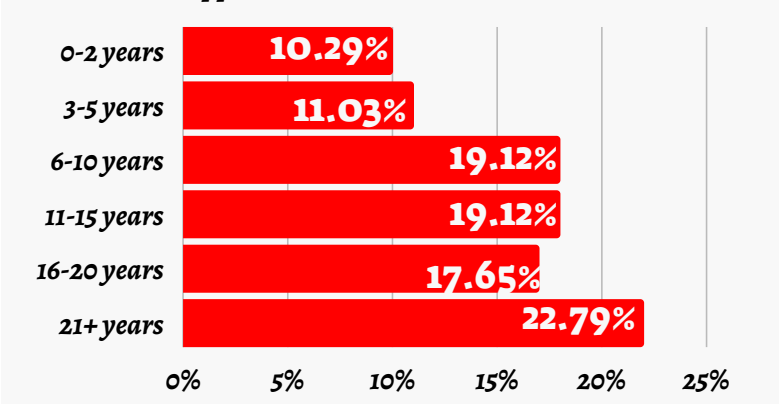
Would you be interested in Mentoring or Tech Support to Support you.
Answered: 141 Skipped: 22



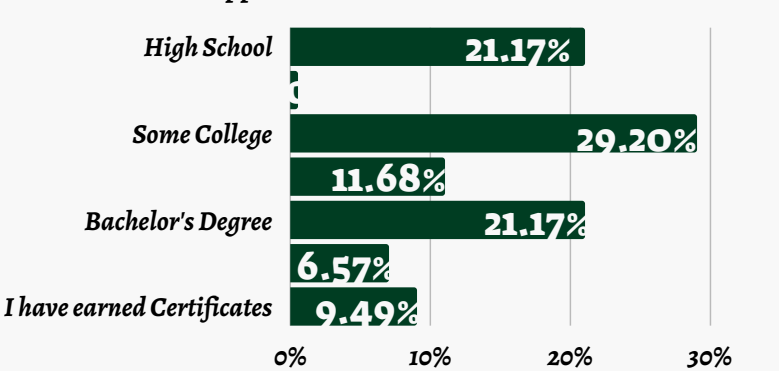
I am satisfied with my opportunities as a nanny for professional growth...
Answered: 163 Skipped: 0

- Nurturing the early years is essential for the kid that is becoming an adult tomorrow by helping children reach their maximum potential through the right stimulation according their age and capabilities ?
- The Nanny shortages in the South Bay are due to housing costs. organized carpool vans paid by employers may make it possible to get nannies from the East Bay. The start and end time will be complicated.
- More job opportunities.
- More access to free community based programs for children
- Ideas to control stress, walking, listening
- Taking more training
- Programs to know what we can do to help children
- Education
- The San Mateo County Child Care Partnership Council Nanny Professional Development Survey Th...

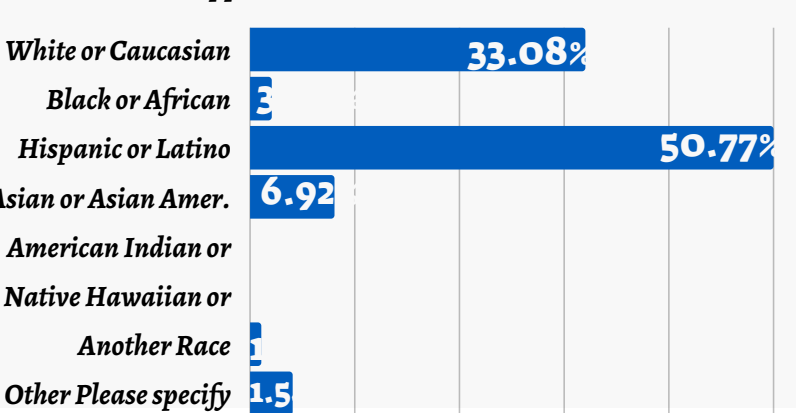
How many combined years of childcare experience have you have had
Answered: 136 Skipped: 27



The highest level of education I have earned is
Answered: 137 Skipped: 26

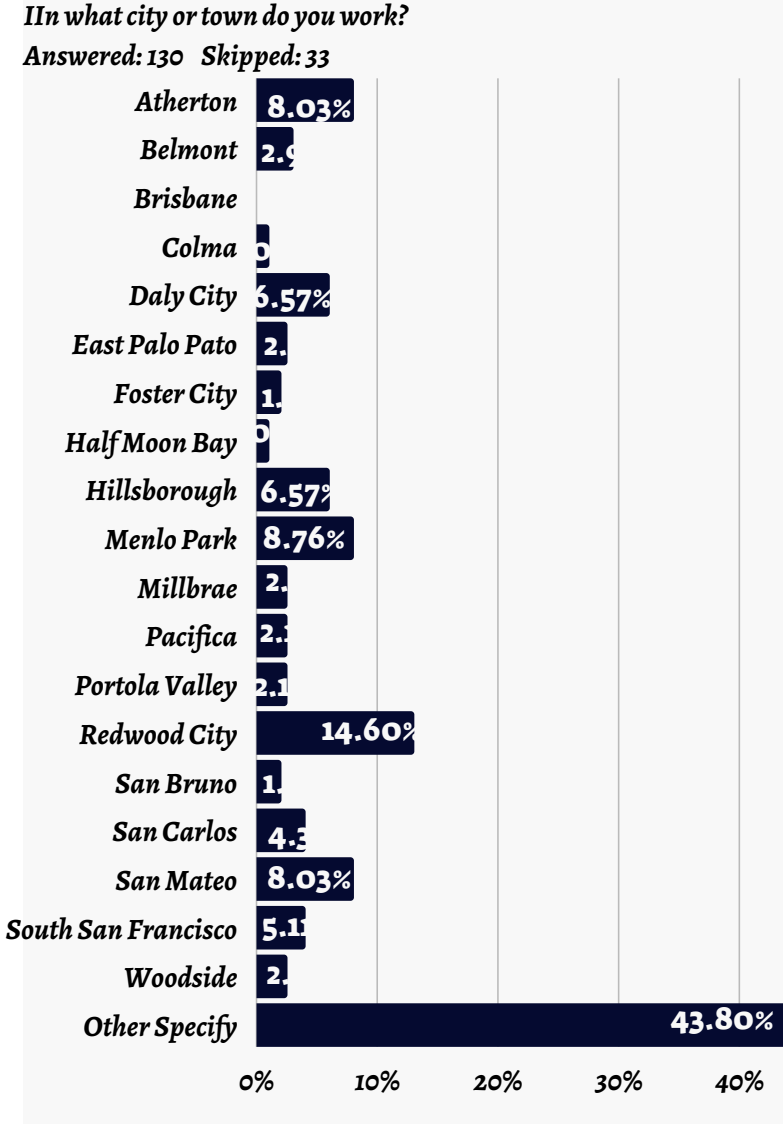
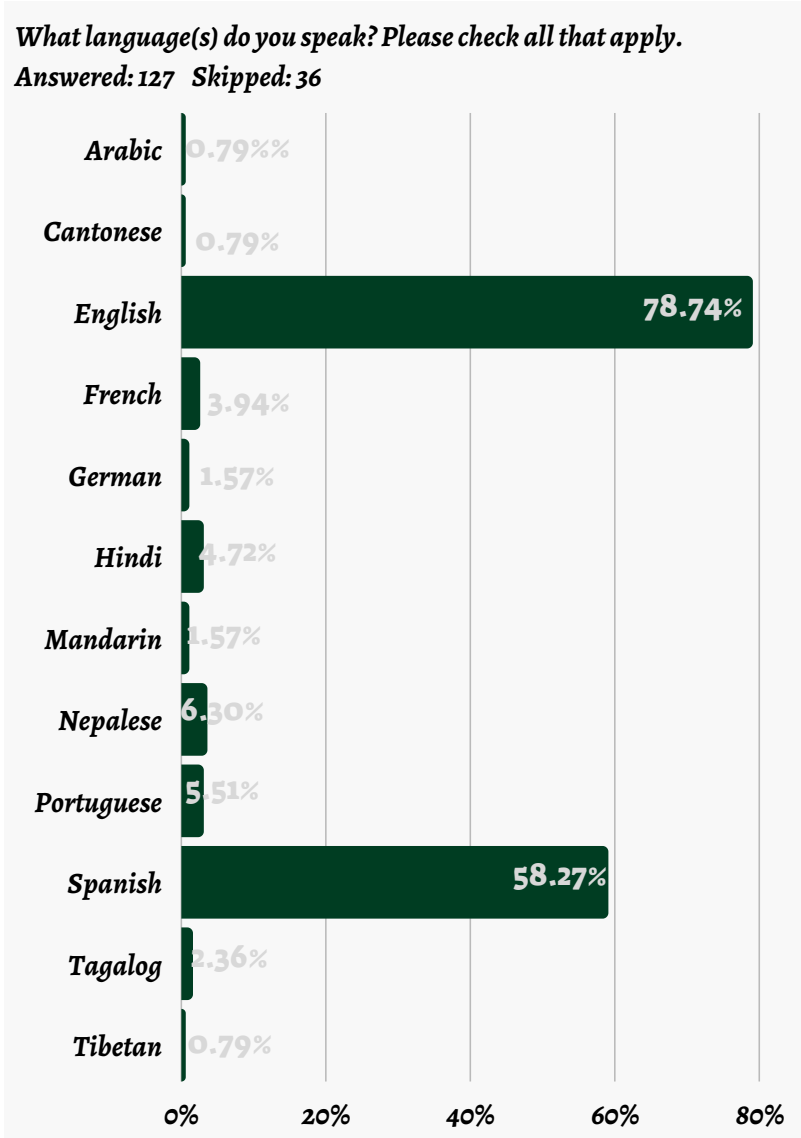


What is your ethnicity?
Answered: 130 Skipped: 33

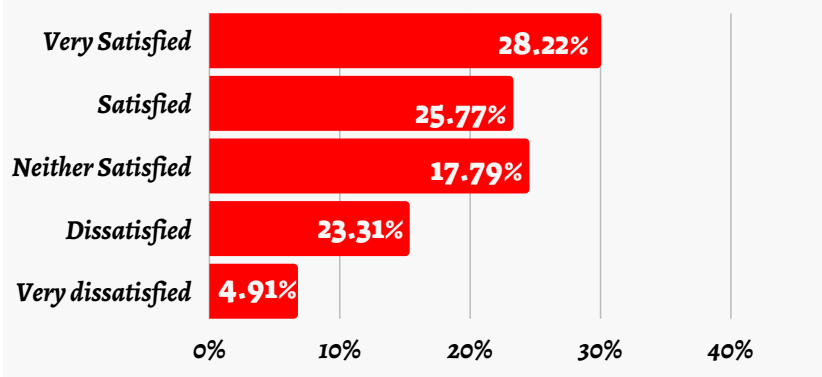


In what ZIP code do you live? (enter 5-digit ZIP code; for example, 005...
Answered: 137 Skipped: 26

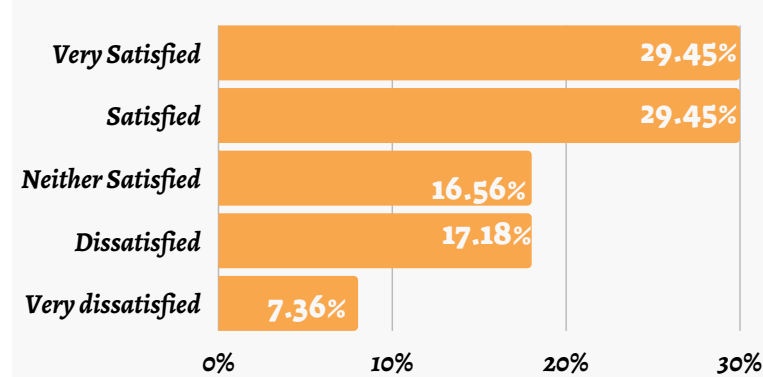
94010
94402
94707
94019
94062
94303
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94063



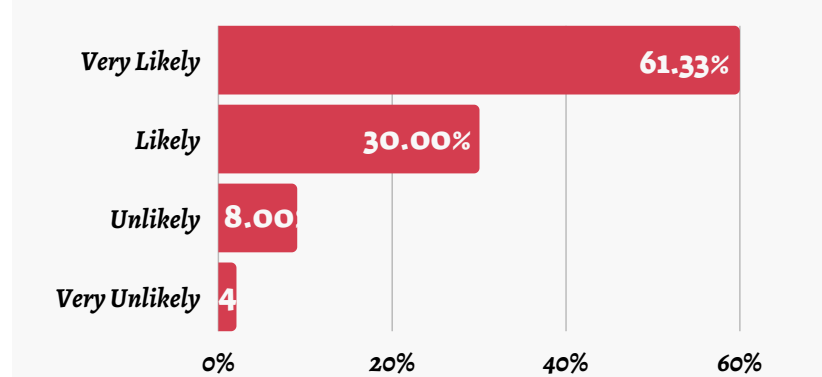
I am satisfied with the job training opportunities available for nannies. ...
Answered: 163 Skipped: 0



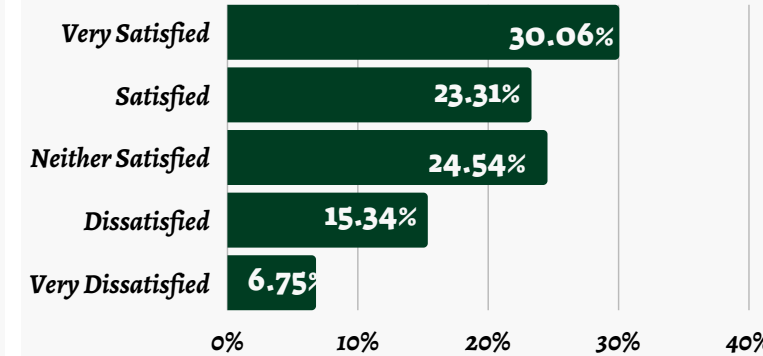
I am satisfied with my opportunities as a nanny for professional gro...
Answered: 163 Skipped: 0



If a Certificate of Achievement in Nanny and Family Studies were offer...
Answered: 150 Skipped: 13

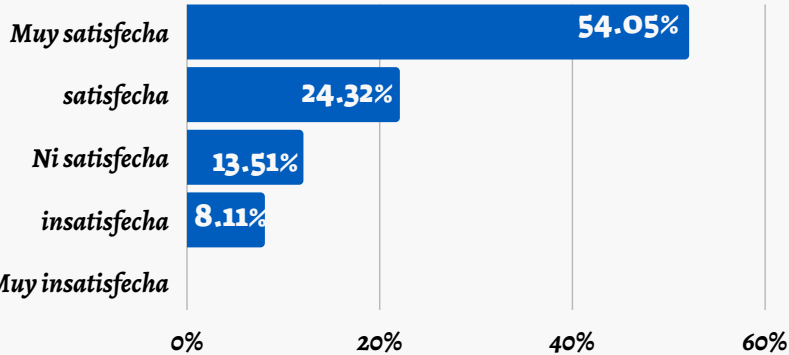


I am satisfied with the higher education opportunities at colleges and universities available for nannies to provide quality childcare.
Answered: 163 Skipped: 3

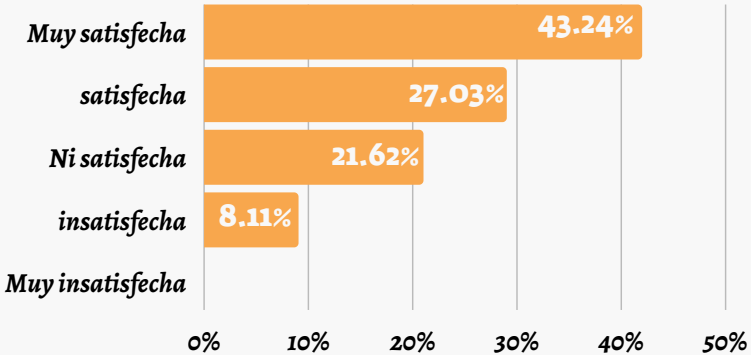


Spanish San Mateo County Nanny Professional Development Survey

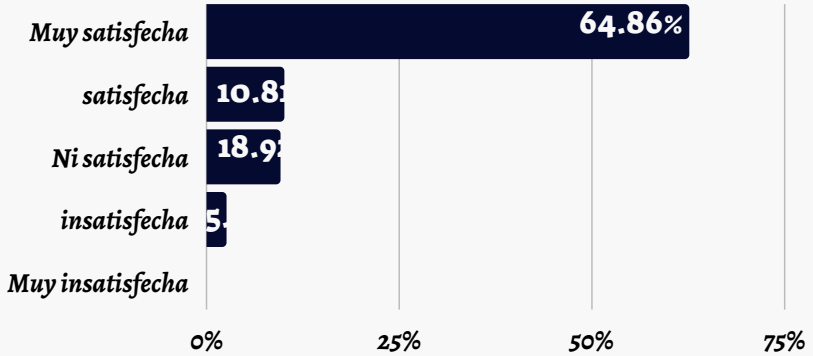
Estoy satisfecho con la educación superior y las opciones de capacita
Answered: 37 Skipped: 1



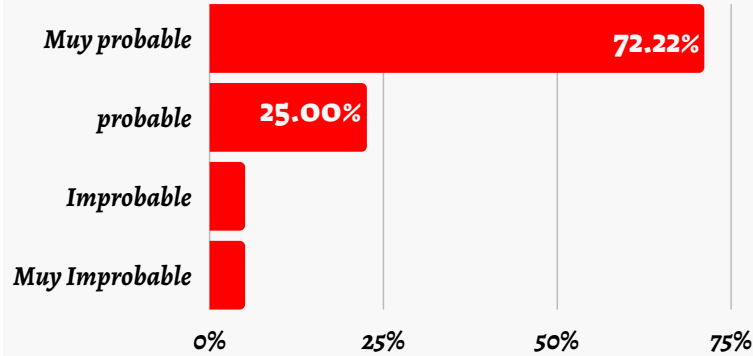
Estoy satisfecho con las oportunidades de capacitación laboral dispo.
Answered: 37 Skipped: 1



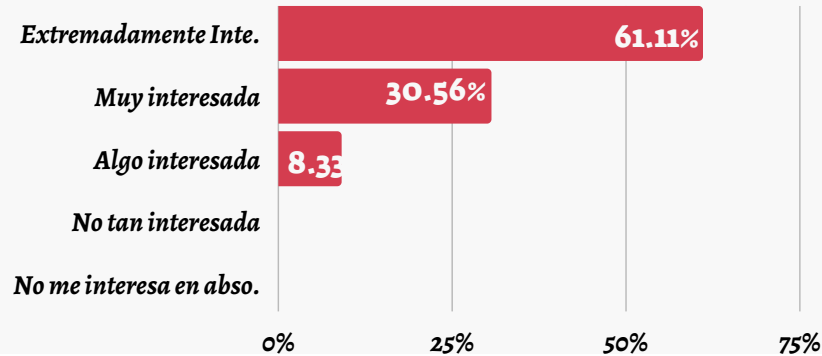
Estoy satisfecha con mis oportunidades como niñera para el crecimie...
Answered: 37 Skipped: 1



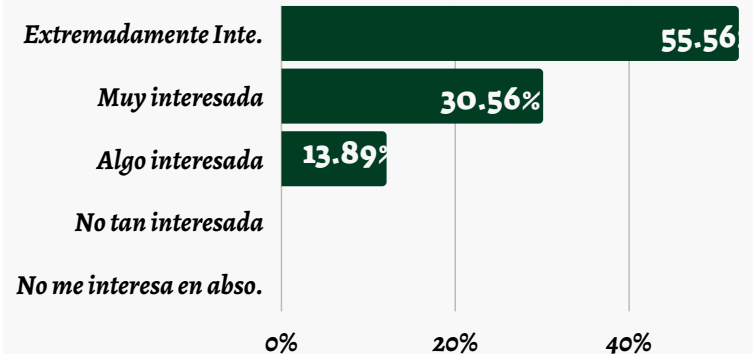
Si se ofreciera un Certificado de Logro como Niñera en una Universi
Answered: 36 Skipped: 2



Si se le ofreciera un programa de capacitación laboral para niñeras qu...
Answered: 36 Skipped: 2

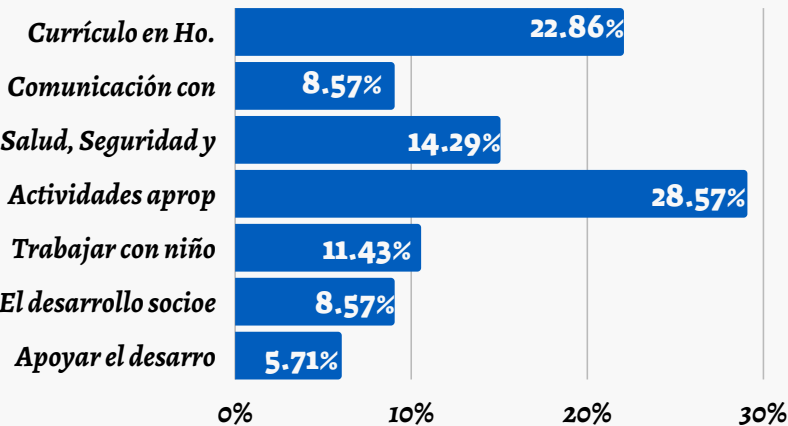


Si se le ofreciera un programa de capacitación laboral que le otorga
Answered: 36 Skipped: 2



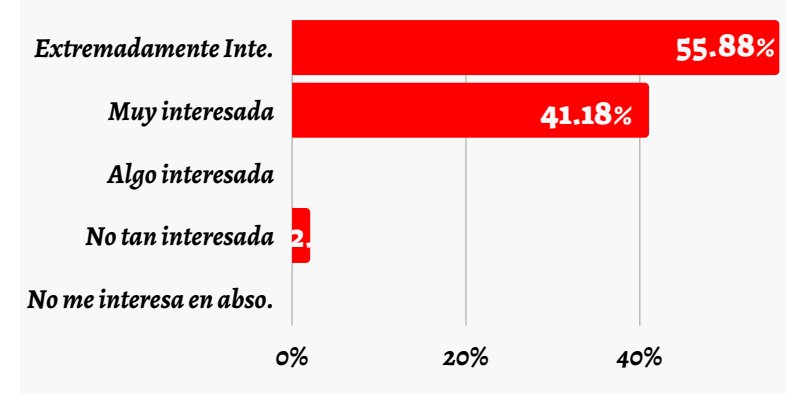
¿Cuál de estos temas de capacitación sería de su interés? (Seleccione ...

Answered: 35 Skipped: 3



¿Le interesaría obtener más información sobre los requisitos de acred...

Answered: 34 Skipped: 4



¿Qué ideas tiene que le ayudarían a brindar la mejor atención a los niños...

Answered: 21 Skipped: 17

responsable, amable, cariñosa

yo crea que como humamo tenemos que brindar much amor y pasiencia

trainings

capacitor alas nines con el cuido de niños especiales

Apoyo con actividades para hacer con los niños

Encontrar actividades dentro y fuera del hogar

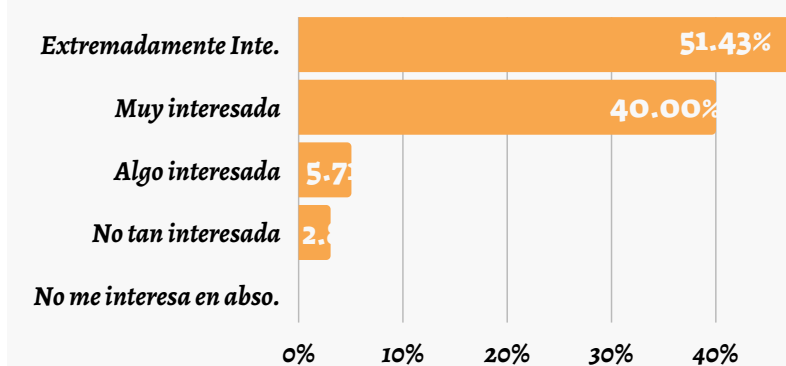
Más comunicación entre padres con profesionales para poder ayudar mejor a sus hijos acuerdo sus necesidades

Si se ofreciera una certificación profesional sobre el cuidado de niños sería una excelente opción para luego saltar a diferentes ramas como enfermería o maestra

Spanish San Mateo County Nanny Professional Development Survey

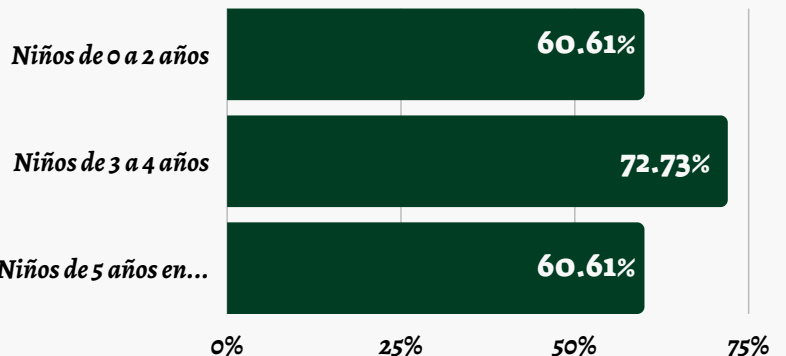
¿Estaría interesado en tutoría o soporte técnico para apoyar su trabajo...

Answered: 35 Skipped: 3



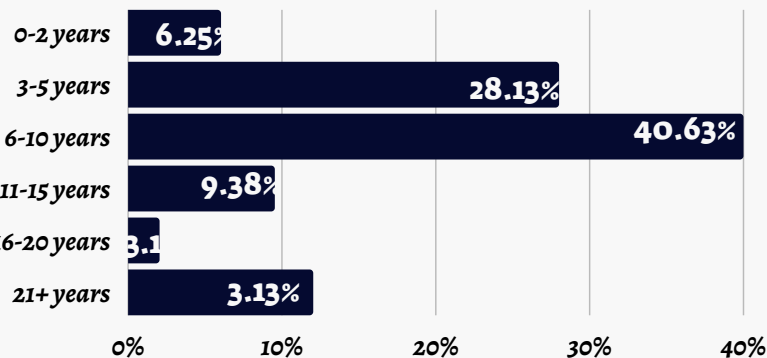
¿Qué edades de niños cuida? (marque todo lo que corresponda)...

Answered: 33 Skipped: 5



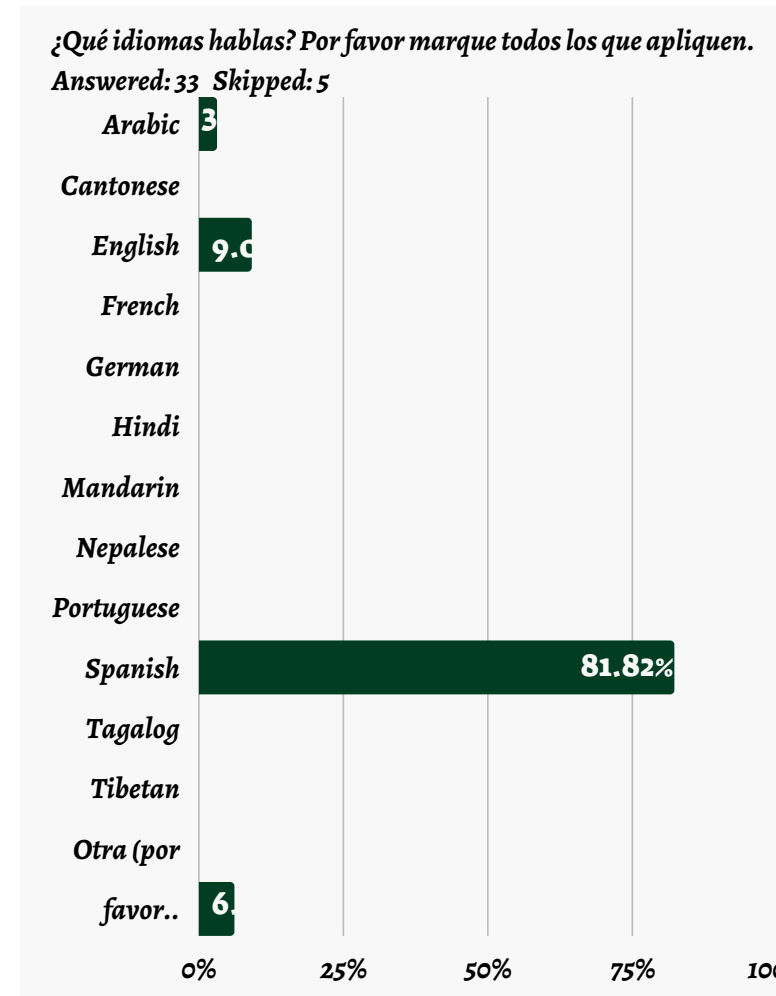
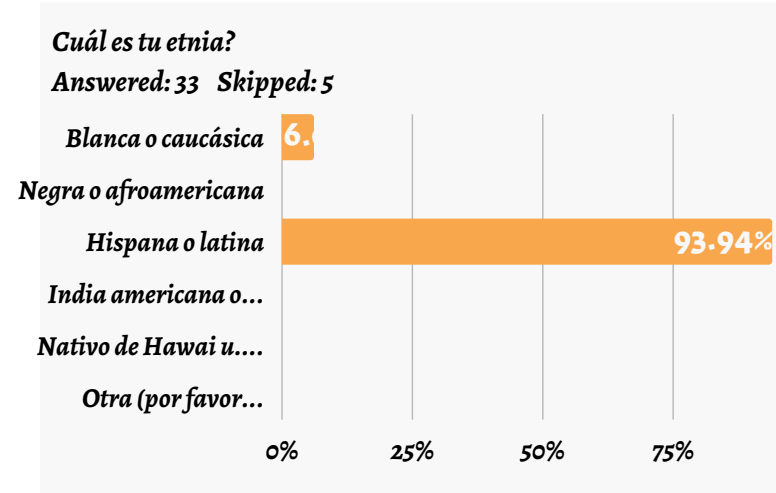
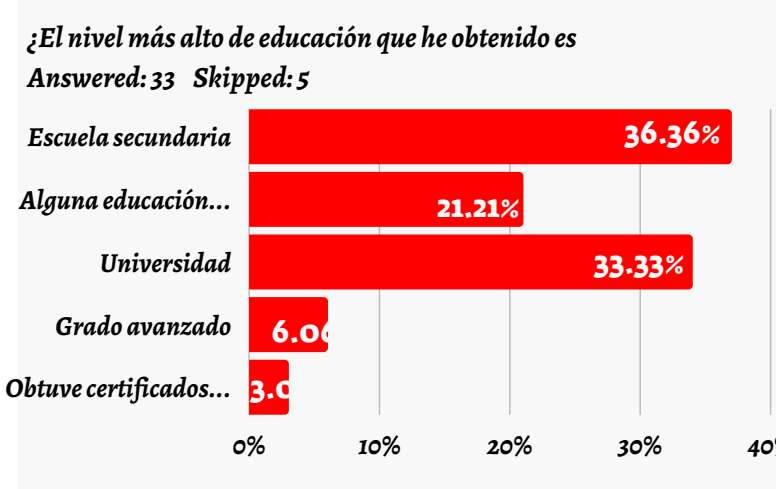
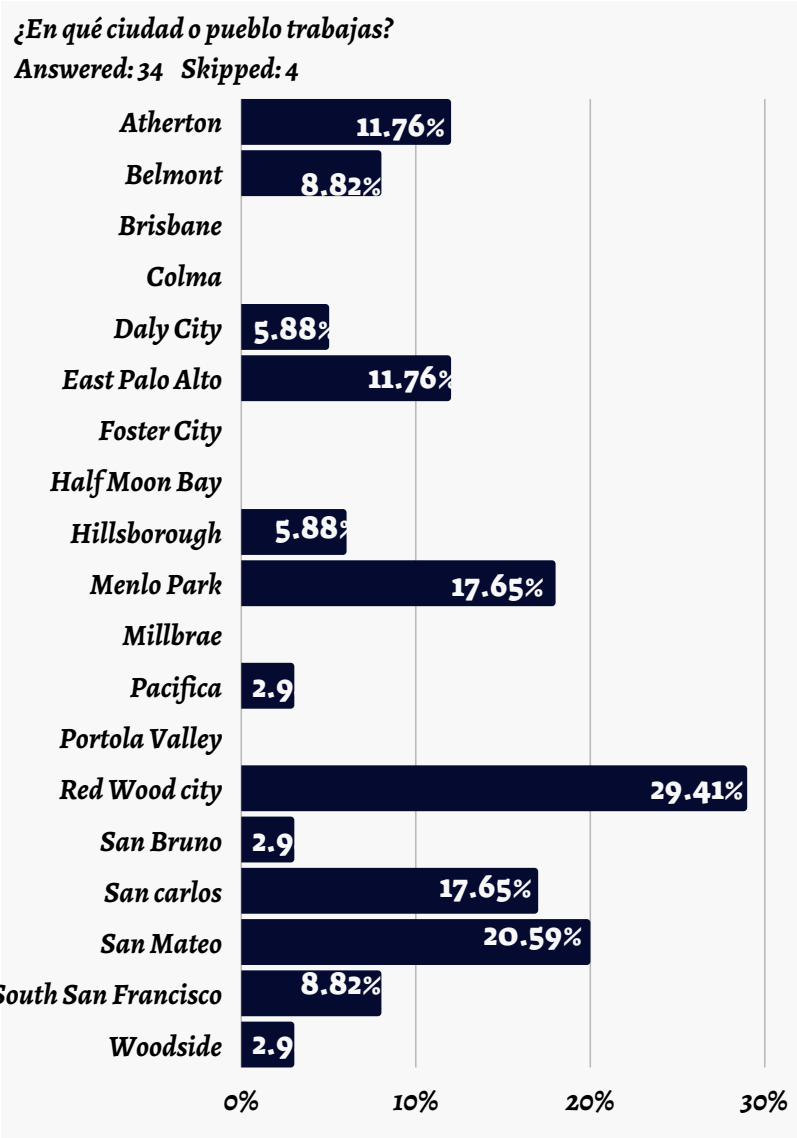
¿Cuántos años combinados de experiencia en el cuidado de niños ha t.....

Answered: 32 Skipped: 6



¿En qué código postal se encuentra? (ingrese el código postal de 5 dígs...
Answered: 34 Skipped: 4

94010
94063
94063
94303
94066
94061
94061
94303
94402





We are indebted to the following individuals and organizations that contributed their time and expertise to make this report possible:

- Alyce Desrosiers, LCSW, Founder-Executive Director of The Institute for Families and Nannies
- Sarah Kinahan, Child Care Partnership Council Coordinator at San Mateo County Office of Education
- Tim Scharks, a quantitative social scientist with a Ph.D. in Public Policy and Management from the University of Washington
- TIFFAN's team: Anne Carper, Erin Ramos, Ivis Estrada, Julia Brunner, Tamara Margas, and Tolulope Adebisi.
- Nanny Ambassadors: Amaryllis Ochoa, Ceci Chase, Clarissa Marquez, Durga Acharya, Evelyn Elias, Glinda Messina, Kamila Montiel, Karla Carrillo, Marcia Sims, Marina Zerpa
- Partners organizations: Adventure Nannies, Aunt Ann's In-House Staffing, Hand in Hand, Nanny Palooza, San Mateo Child Care Partnership Council, The International Nanny Association, The National Domestic Worker Alliance, Urban Sitter, Upward Scholars, Wonderschool.

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Prepared by: The Institute for Families and Nannies

Nanny Professional Development Survey
The San Mateo County Child Care Partnership Council and The Institute for Families and Nannies

Our organizations are gathering information from nannies living or working in San Mateo County to help us understand your needs and provide better support services to help you in your important work caring for children. Please take a few minutes to complete the following (anonymous) survey by April 15th so we can best support you and fellow nannies living or working in San Mateo County.

1. I am satisfied with the higher education opportunities at colleges and universities available for nannies to provide quality childcare.

- | | |
|--|---|
| ☐ Very satisfied | ☐ Dissatisfied |
| ☐ Satisfied | ☐ Very dissatisfied |
| ☐ Neither satisfied nor dissatisfied | |

2. I am satisfied with the job training opportunities available for nannies.

- | | |
|--|---|
| ☐ Very satisfied | ☐ Dissatisfied |
| ☐ Satisfied | ☐ Very dissatisfied |
| ☐ Neither satisfied nor dissatisfied | |

3. I am satisfied with my opportunities as a nanny for professional growth in the childcare industry.

- | | |
|--|---|
| ☐ Very satisfied | ☐ Dissatisfied |
| ☐ Satisfied | ☐ Very dissatisfied |
| ☐ Neither satisfied nor dissatisfied | |

4. If a Certificate of Achievement in Nanny and Family Studies were offered at a Community College that you could afford and would give you college credits, would you be interested?
Select one choice.

- ☐ Very likely
- ☐ Likely
- ☐ Unlikely
- ☐ Very unlikely

I've already received a similar certificate from

5. If a nanny job training program were offered that certified you for reaching the same minimum health, safety, and background check standards as anyone working in licensed childcare, would you be interested?

- | | |
|--|---|
| ☐ Extremely interested | ☐ Not so interested |
| ☐ Very interested | ☐ Not at all interested |
| ☐ Somewhat interested | |

I've already received similar training from

6. If a job training program were offered that gave you a certificate as a professional nanny AND job opportunities to work as a nanny, would you be interested?

- | | |
|--|---|
| ☐ Extremely interested | ☐ Not so interested |
| ☐ Very interested | ☐ Not at all interested |
| ☐ Somewhat interested | |

7. Which of these training topics would be of interest to you? (Select all that apply)

- | | |
|--|---|
| ☐ Curriculum in the Home | ☐ Working with children with special needs |
| ☐ Communicating with Parents as Employers | ☐ Children's social-emotional development |
| ☐ Health, Safety and Nutrition in the Home | ☐ Supporting language development for children who speak a language other than English |
| ☐ Developmentally-appropriate activities for young children | |
| ☐ Other (please specify) | |

8. Would you be interested in learning more about the credentialing requirements for different career opportunities in the field of early care and education?

- | | |
|--|---|
| ☐ Extremely interested | ☐ Not so interested |
| ☐ Very interested | ☐ Not at all interested |
| ☐ Somewhat interested | |

9. Would you be interested in Mentoring or Tech Support to Support your Work with Young Children?

- | | |
|--|---|
| ☐ Extremely interested | ☐ Not so interested |
| ☐ Very interested | ☐ Not at all interested |
| ☐ Somewhat interested | |

16. What is your country of birth?

- | | | |
|---|------------------------------------|--|
| ☐ Australia | ☐ Germany | ☐ Phillipeanes |
| ☐ Brazil | ☐ Guatemala | ☐ Puerto Rico |
| ☐ Canada | ☐ Honduras | ☐ Russia |
| ☐ Carribean Islands | ☐ Ireland | ☐ Scotland |
| ☐ China | ☐ India | ☐ Tibet |
| ☐ El Salvador / San Salvador | ☐ Italy | ☐ Tonga |
| ☐ England | ☐ Japan | ☐ United States |
| ☐ Fiji | ☐ Mexico | |
| ☐ France | ☐ Nepal | |
| ☐ Other (please specify) | | |

17. What is your ethnicity?

- | | |
|---|---|
| ☐ White or Caucasian | ☐ Asian or Asian American |
| ☐ Black or African American | ☐ American Indian or Alaska Native |
| ☐ Hispanic or Latino | ☐ Native Hawaiian or other Pacific Islander |
| ☐ Other (please specify) | |

18. What language(s) do you speak? Please check all that apply.

- | | | |
|------------------------------------|-----------------------------------|-------------------------------------|
| ☐ Arabic | ☐ German | ☐ Portuguese |
| ☐ Cantonese | ☐ Hindi | ☐ Spanish |
| ☐ English | ☐ Mandarin | ☐ Tagalog |
| ☐ French | ☐ Nepalese | ☐ Tibetan |

19. If you would like to receive a copy of the report, information about education and training in San Mateo County, and to be entered into a drawing to win a scholarship to take one nanny course at Foothill College, please provide us with your email below. Note: your email address will remain separate from your survey responses.

Email Address

10. What ideas do you have that would support you to provide the best care for children?

11. How many combined years of childcare experience have you have had as a nanny, newborn care specialist, nanny educator, teacher, family assistant or mother's helper?

12. What ages of children do you care for? (check all that apply)

- ☐ Children ages 0-2 years old
- ☐ Children ages 3 - 4 years old
- ☐ Children ages 5 years and older

13. The highest level of education I have earned is

- ☐ High School
- ☐ Some High School
- ☐ Some College
- ☐ Associates Degree
- ☐ Bachelor's Degree
- ☐ Advanced Degree
- ☐ I have earned certificates of education relative to my work in childcare

* 14. In what ZIP code do you live? (enter 5-digit ZIP code; for example, 00544 or 94305)

* 15. In what city or town do you work?

- | | | |
|---|---|--|
| ☐ Atherton | ☐ Half Moon Bay | ☐ San Bruno |
| ☐ Belmont | ☐ Hillsborough | ☐ San Carlos |
| ☐ Brisbane | ☐ Menlo Park | ☐ San Mateo |
| ☐ Colma | ☐ Millbrae | ☐ South San Francisco |
| ☐ Daly City | ☐ Pacifica | ☐ Woodside |
| ☐ East Palo Alto | ☐ Portola Valley | |
| ☐ Foster City | ☐ Redwood City | |
| ☐ Other (please specify) | | |