



# Trust for Learning

Ideal learning made real.

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## New Research Illuminates Parent Priorities for Early Childhood Education

*Regardless of socio-economic status, parents want highly personalized early childhood education that helps them develop their children into capable and well-rounded individuals.*

Washington D.C., October 3, 2017—The Trust for Learning released today the first-ever comprehensive survey of parent motivations as consumers of early childhood programs and resources. The vast majority of parents strongly desire early childhood education (ECE) that is highly personalized, child-centric and supports their child’s development into capable, well-rounded individuals. The research also found that parents intrinsically recognize quality programs and are frustrated by their lack of availability.

Commissioned by the Trust with partners including the Buffet Early Childhood Fund, Robert Wood Johnson Foundation and Walton Family Foundation, the research resulted from self-identified parental insights provided in 12 focus groups that were later validated and statistically linked into a decision-making map through a nationally representative quantitative sample of 1,449 parents.

“A large body of research showed where parents stood on issues related to their child’s development, but didn’t provide significant insight into how they arrived at that opinion,” said Stephanie Miller, Executive Director of the Trust for Learning. “It was critical to know what parents want from their children’s early learning experiences and how they choose resources so providers can make stronger connections and deliver the best child outcomes. We were thrilled to find that parents across the socio-economic spectrum recognize highly personalized early childhood education as Ideal Learning, want it for their children and want access to these programs in their communities.”

The research also found that parents place a higher emphasis on developing social and emotional skills in their children’s early years, knowing that academic proficiency will come as part of children’s ongoing education. Their most-desired outcome for their children’s ECE experience is that they develop into capable, well-rounded individuals who embrace life and are able to seize opportunities and overcome challenges.

Marianna McCall, Founding Partner of the Trust said, “Parents are telling us very plainly what they want for their children’s early education. The good news is that there are many highly developmental programs out there to help parents equip their children with the skills they need to thrive in the real world. Now we have to work harder to make those options widely available to families, especially those who can least afford it or don’t currently have transformative early education programs in their own communities.”

The Trust and its partners are currently working with Ideal Learning providers, parent advocacy groups, policymakers and others working in ECE to help them share this research and help them deliver early childhood programs and resources that better serve parents and child outcomes. To learn more about the research results and the Trust for Learning’s mission to bring [Ideal Learning](https://www.trustforlearning.org) to all children, please visit their website at [www.trustforlearning.org](https://www.trustforlearning.org).

### About the Trust for Learning

The Trust for Learning’s mission is to make Ideal Learning real for all children, regardless of their socioeconomic status. Ideal Learning is evidence-based, curriculum-rich early learning that is child-centric, emotionally and intellectually engaging, structured and accountable for developing the whole child. The Trust is a group of grantmakers that accelerates the supply of Ideal Learning programs while helping practitioners build public demand through advocacy and marketing; engaging providers of high quality models and programs in order to



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adapt and deliver the best programs and best outcomes across very different communities—complete with infrastructure, curriculum and educators. Learn more at [www.trustforlearning.org](http://www.trustforlearning.org).

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