Wisconsin Child Care Advisory and Recommendation Exchange (WI-CARE) Meeting Minutes October 16, 2026

12:00pm – 1:00pm

Attendees

WI-CARE Child Care Provider Members

- Bianca Hill, Milwaukee
- Christine Salerno, Waukesha County
- Cynthia (Cindy) Reineking, La Crosse
- Jay Martinez, Oneida
- Jolynn Wendt, Arcadia
- Jose Martinez, Statewide
- Leighton Cooper, Milwaukee
- Margarita Ugalde, Madison
- Rose Catlett, Middleton
- Shelly Boelter, Hager City
- Sheri Bishop, Pulaski
- Suzette Mayotte, Ashland
- Tammy Danhoff, Oshkosh
- Tanisha Johnson, Milwaukee
- Thanh Bui-Duquette, Eau Claire
- Tricia Peterson, Juneau
- Carol Jackomino, Rhinelander
- Joahna Shelton, Spooner
- Kahila Fennell, Milwaukee
- Ryan Counce Barnes, Milwaukee

DCF Staff

- Cassidy Peterson (tech/notes)
- Michelle Evans (presenter, facilitator)
- Daria Hall (facilitator)
- Amanda St. Martin (notes)
- Crystal Ruiz (notes)
- Jolene Ibling (notes)
- Nicole Schneider(facilitator)

Meeting Notes

Welcome, Reminder of Meeting Norms

Presented by: Daria Hall, Policy Initiatives Advisor, DCF Division of Early Care and Education

- Daria went over member logistics and meeting norms.
- Daria offered a recap of last month's meeting outcomes and presented today's meeting agenda.

Child Care Provider Customer Satisfaction Survey

Presented by: Michelle Evans

- Michelle shared information on the content, location, and use of the current Provider Customer Satisfaction Survey.
- Michelle shared rationale for changing the survey.
- Michelle shared proposed changes to the survey.
- Michelle posed breakout room questions.

Question 1: Does the survey cover the right scenarios (new providers, licensing visits. Center closures)?

- Add relocation
- Add changing from family to group

Question 2: Are we asking the right questions? Are we missing any?

- Ask options specific to public school programs, Head Start, accreditation, 4K
- Add question about why programs choose to stay certified over licensure.
- Add question about interactions with certification staff, similar to questions about licensing staff.
- Add question about information given or shared. What the answer timely and clear?
- Add question about whether there's something you wish had been done differently.
- Add question about whether follow-up after the licensing visit was timely.
- Add question about how long the licensing specialist was at the program, and the time of day.
- Remove "one" from "What is one thing we could do to improve visits from licensing specialists?"
- Add "Is there something your licensor could have done differently?"
- Ask questions about Child Care Provider Portal, accessibility, and recommendations to improve the Portal.
- Add "Did you receive your licensing report in a timely manner?"
- Add an "other/comments" option for people to add additional responses.

- Add question about self-reporting. There are concerns about self-reporting because can be punitive.
- Is there an opportunity to express satisfaction and appreciation for licensors who go above and beyond?
- Add "How would you rate your interactions/communication/support / friendliness throughout the year?"
- Add question about whether TA was offered by licensor. A lot of providers aren't aware this is available to them.
- Add "Do you feel comfortable with your licensor? Do you feel comfortable asking your licensor to point out a requirement in a rule book?"
- Appreciate moving away from just yes/no answers.

Question 3: Is the survey length right for providers to complete?

- Survey length is good.

Question 4: Are we using the best methods for notifying providers of the survey?

- Consider personal calls for new and closing providers.
- Consider reminders.
- Consider sending to everyone who has a licensing visit in a week, separate from visit results.
- QR codes to take you directly to the survey.
- Compliance email separate from survey email.

Question 5: What other feedback would you like to share about the survey changes?

- Unaware of current survey. What is the process? Who is getting it?
- Consider annual survey in addition to post visit survey.
- Who gets the survey? Communication is challenging within multi-site programs.
- What do we hope to get out of these surveys? Has the information DCF has gotten from current surveys been helpful/used?
- Acknowledge power dynamic in licensing relationship.
- Current survey is not consistently provided.
- Share examples of how the survey is used in Tuesday Talks.

Wrap Up

Presented by: Daria Hall, Policy Initiatives Advisor, DCF Division of Early Care and Education

- Next meeting:
    - Friday, November 20 at 12 p.m.
    - Topic: YoungStar Analysis and Update