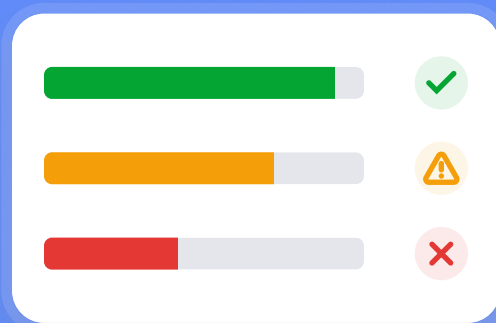


# Child Care Tour Rubric

A Comprehensive Guide for Auditing the  
Family Tour Experience



# How to Use This Rubric

Rate each item using the scale below. Use one copy for live tour observation and a second for reviewing systems, documents, and follow-up. A strong audit examines both the visible family experience and the behind-the-scenes systems.

## SCORING SCALE



### Exemplary

Consistently strong, family-centered, and fully aligned with the program mission.



### Strong

Mostly effective with only minor gaps or inconsistencies in execution.



### Developing

Noticeable weaknesses that may reduce conversion or family trust.



### Critical

Significant issues likely to discourage enrollment or misrepresent quality.



### Not Observed

Requires follow-up review of internal documents or digital systems.

## PROGRAM INFORMATION

PROGRAM NAME

SITE/LOCATION

DATE OF AUDIT

AUDITOR

TOUR TYPE

TOUR LEAD

CHILD AGE GROUP

INQUIRY SOURCE

## SCORING SUMMARY

DOMAIN	SCORE	KEY STRENGTHS / ACTIONS
1. Market Presence & First Impression	<input type="text"/>	
2. Inquiry Response & Scheduling	<input type="text"/>	
3. Arrival & Welcome	<input type="text"/>	
4. Tour Structure & Flow	<input type="text"/>	
5. Environment & Classrooms	<input type="text"/>	
6. Teaching, Curriculum & Pedagogy	<input type="text"/>	
7. Health, Safety & Compliance	<input type="text"/>	
8. Staff Culture & Leadership	<input type="text"/>	
9. Family Fit, Inclusion & Accessibility	<input type="text"/>	
10. Tuition, Policies & Enrollment	<input type="text"/>	
11. Closing the Tour & Follow-Up	<input type="text"/>	
12. Data Systems & Continuous Imp.	<input type="text"/>	

## 1. MARKET PRESENCE & FIRST IMPRESSION

WEIGHT: 10%

1. Website clearly lists ages served, hours, location, and contact information.






2. Website explains program philosophy in concrete, family-friendly language.






3. Tuition or pricing approach is transparent and easy to find.






4. Photos accurately represent the real environment and classrooms.






5. Online messaging explains next steps from inquiry to enrollment.






6. Public-facing materials communicate trust, warmth, and professionalism.






7. Reviews and testimonials are current and program appears responsive to concerns.






8. Staff respond promptly and professionally to initial inquiries.







*Programs that clearly communicate who they are, what they offer, and how families move through enrollment reduce uncertainty and improve inquiry-to-tour conversion.*

## TOTAL SCORE CALCULATOR

### Previous Page(s) Score

Carry forward your cumulative score from prior pages

### Current Page Score — Domain 1

Market Presence & First Impression · Weight: 10% · Max: 32

### Running Total

Previous Page(s) + Current Page

## 2. INQUIRY RESPONSE & SCHEDULING

WEIGHT: 15%

1. Family receives a prompt response to inquiry (ideally same business day).






2. Tone of first response is warm, respectful, and personalized.






3. Scheduling process is easy and requires minimal back-and-forth.






4. Tour times are family-friendly and realistic for working caregivers.






5. Confirmation includes directions, parking, entry instructions, and expectations.






6. Reminder is sent before the tour.






7. Family is invited to share specific questions or needs before the visit.






8. Staff appear to know the family's name, child age, and desired timeline before arrival.







*Families often drop off before touring when response is slow, scheduling is inconvenient, or communication feels generic and transactional.*

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**Running Total**

Previous Page(s) + Current Page

### 3. ARRIVAL & WELCOME

WEIGHT: 10%

1. Exterior signage is clear and welcoming.






2. Entry process communicates both security and hospitality.






3. Entry, lobby, and hallways are clean, uncluttered, and well maintained.






4. Family is greeted promptly and by name.






5. Child is acknowledged directly in a warm, developmentally appropriate way.






6. Visitor procedures are smooth and professionally explained.






7. Staff interruptions, phone distractions, or visible chaos are minimized.






8. First five minutes build confidence and calm.







*The opening moments of a visit strongly shape parent perception of safety, organization, and trustworthiness.*

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**Running Total**

Previous Page(s) + Current Page

## 4. TOUR STRUCTURE & FLOW

WEIGHT: 15%

1. Tour has a clear beginning, middle, and end.






2. Tour route is logical and avoids unnecessary confusion or backtracking.






3. Tour length feels appropriate — not rushed and not overly long.






4. Guide explains what the family is seeing and why it matters.






5. Guide personalizes the tour to the child's age, family concerns, or schedule needs.






6. Time is built in for questions throughout, not only at the end.






7. The tour showcases the strongest and most relevant aspects of the program.






8. The experience feels intentional rather than improvised.







*A strong tour is not only a walk-through; it is a guided interpretation that helps families connect observed practice with the program promises.*

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### Running Total

Previous Page(s) + Current Page

## 5. ENVIRONMENT & CLASSROOMS

WEIGHT: 10%

1. Classrooms are clean, orderly, and actively used rather than staged






2. Furniture and materials are child-sized, accessible, and developmentally appropriate






3. Layout supports supervision and smooth movement






4. Materials are inviting, well cared for, and plentiful enough for children






5. There is visible evidence of children's work, thinking, and participation






6. Outdoor space is safe, maintained, and meaningful for play and exploration






7. Bathrooms, diapering, meal, and rest areas are sanitary and organized






8. Space communicates warmth, competence, and child-centeredness







*Family tours often succeed or fail on what parents actually see in the environment: organization, cleanliness, supervision, and whether the space visibly supports children's learning and well-being.*

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**Previous Page(s) Score**

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**Current Page Score — Domain 1**

Market Presence & First Impression · Weight: 10% · Max: 32

**Running Total**

Previous Page(s) + Current Page

## 6. TEACHING, CURRICULUM & PEDAGOGY

WEIGHT: 15%

1. Tour guide explains the curriculum clearly in family-friendly language






2. Families can see evidence of learning through play, projects, routines, and documentation






3. Teachers interact warmly and respectfully with children during the tour






4. Positive guidance and social-emotional support are visible






5. Learning materials reflect the stated philosophy






6. Daily schedule or routines are explained clearly






7. The program helps families understand what children learn, not just what they do






8. The educational story matches what is visibly happening in classrooms







*When the tour cannot clearly connect practice, pedagogy, and outcomes, families may conclude that tuition does not match value or that the program lacks coherence.*

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**Running Total**

Previous Page(s) + Current Page

## 7. HEALTH, SAFETY & COMPLIANCE

WEIGHT: 10%

1. Secure entry and child-release procedures are clearly explained

1 2 3 4 N/O

2. Licensing and required postings are visible and current

1 2 3 4 N/O

3. Emergency procedures and exits appear organized and well maintained

1 2 3 4 N/O

4. Hazardous items are inaccessible to children

1 2 3 4 N/O

5. Handwashing, cleaning, diapering, and sanitation practices appear strong

1 2 3 4 N/O

6. Safe sleep, food safety, medication, and illness procedures are explained when relevant

1 2 3 4 N/O

7. Ratios and active supervision appear compliant and intentional

1 2 3 4 N/O

8. The family leaves with confidence that children are physically safe

1 2 3 4 N/O



*Health and safety are central tour topics for families, and visible compliance signals strengthen trust while disorganization quickly erodes it.*

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**Running Total**

Previous Page(s) + Current Page

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## 8. STAFF CULTURE & LEADERSHIP

WEIGHT: 10%

1. Staff appear engaged, calm, and emotionally present with children






2. Team interactions suggest mutual respect and professionalism






3. Director or leader is visible, accessible, and informed






4. Leadership communicates mission, values, and expectations clearly






5. Staff seem prepared for the tour and understand their role in welcoming families






6. Visible staffing patterns suggest stability rather than crisis coverage






7. Program culture feels relational rather than transactional






8. Family can imagine a trusting partnership with the adults in the setting







*Visible leadership and staff culture influence whether families perceive the program as stable, well-run, and emotionally safe.*

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Previous Page(s) + Current Page

## 9. FAMILY FIT, INCLUSION & ACCESSIBILITY

WEIGHT: 5%

1. Tour language and materials are accessible and understandable.






2. Family questions are welcomed without defensiveness.






3. Program communicates respect for varied family structures, cultures, and identities.






4. Translation or language support is available when needed.






5. Accessibility needs can be accommodated or discussed clearly.






6. Questions about special supports, therapies, or developmental needs are handled transparently.






7. Family leaves feeling seen, respected, and welcomed.






8. Mission-specific identity is communicated clearly without excluding prospective families.







*Programs lose prospective families when communication is not inclusive, when support needs are discussed vaguely, or when the environment does not feel welcoming and responsive.*

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Previous Page(s) + Current Page

## 10. TUITION, POLICIES & ENROLLMENT CLARITY

WEIGHT: 10%

1. Tuition and fees are clearly explained.






2. Deposit, registration, waitlist, and refund policies are transparent.






3. Hours, calendar, closures, and schedule options are clearly described.






4. Application steps are easy to understand.






5. Required forms and documentation are organized and manageable.






6. Payment systems are simple and professional.






7. Subsidy or financial support processes are explained accurately when relevant.






8. Family understands both the cost and the value proposition.







*Confusing policies, unclear fees, or cumbersome paperwork can derail enrollment even after a strong tour.*

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**Running Total**

Previous Page(s) + Current Page

## 11. CLOSING THE TOUR & FOLLOW-UP

WEIGHT: 10%

1. Tour ends with a clear recap of key strengths and family fit.






2. Guide explicitly explains next steps and expected timeline.






3. Family receives take-home or emailed information after the visit.






4. Follow-up happens within 24-48 hours.






5. Follow-up message is personalized rather than generic.






6. Family questions after the tour are answered promptly.






7. Waitlist communication, when relevant, is honest and consistent.






8. The program actively invites the family to take the next step.







*Tour conversion depends heavily on what happens after the visit; weak follow-up allows interested families to disengage or enroll elsewhere.*

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Market Presence & First Impression · Weight: 10% · Max: 32

### Running Total

Previous Page(s) + Current Page

## 12. DATA SYSTEMS & CONTINUOUS IMPROVEMENT

WEIGHT: 5%

1. Program tracks inquiries, tours, applications, and enrollments consistently.






2. Program monitors show-up rates and tour-to-enrollment conversion.






3. Reasons for non-enrollment are documented when known.






4. Tour quality is reviewed across staff for consistency.






5. Leadership uses audit findings to create action steps.






6. Facility or communication issues identified in tours are corrected promptly.






7. Family feedback is actively collected and reviewed.






8. Tour process is revisited on a regular schedule.







*Programs that measure inquiry-to-enrollment movement and regularly review family experience are better positioned to detect patterns and make targeted improvements.*

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### Previous Page(s) Score

Carry forward your cumulative score from prior pages

### Current Page Score — Domain 1

Market Presence & First Impression · Weight: 10% · Max: 32

### Running Total

Previous Page(s) + Current Page

## ⚠️ CRITICAL RED FLAGS

- Slow or inconsistent inquiry response
- No easy way to book a tour
- Cold, rushed, or distracted greeting
- Cluttered, poorly maintained, or unsafe spaces
- Staff disengaged, overwhelmed, or harsh with children
- Weak curriculum explanation or inability to explain tuition value
- Unclear fees, policies, or schedule information
- Cumbersome forms, paperwork, or payment systems
- No clear ask for enrollment and no timely follow-up
- Long waitlist communication gaps or vague promises
- Mismatch between stated philosophy and visible practice
- Signs of instability such as empty rooms, poor upkeep, or leadership absence

## PRIORITY ACTION PLANNING

IMPROVEMENT AREA	EVIDENCE	URGENCY	RESPONSIBLE	DEADLINE	INDICATOR

### INTERPRETATION GUIDE

**Mostly 4s:** Highly intentional conversion-ready system.

**Many 3s:** Solid with manageable improvements.

**Recurring 2s:** Friction points reducing confidence.

**Any 1 in keys:** Priority correction needed immediately.

### SUMMARY NOTES