Iowa Department of Human Services
CHILD CARE CENTER EVALUATION AND RECOMMENDATION FOR LICENSE

Name of Center: Primrose School of Urbandale **Enrollment:** 152 **License ID No. (Reapplications)** 51307

Street: 12001 Hickman Rd **City:** Urbandale Iowa **Zip** 50323 **County:** Polk

Mailing Address: 12001 Hickman Rd, Urbandale , IA, 50323

Director's Name: Megan Jurrens **Phone Number:** 515-201-5636

On-Site Supervisor(s): Jennifer Kirchhoff **E-Mail:** director@primroseurbandale.com

Date(s) of Visit: 04-29-2025

X **Licensing Visit** X **Unannounced Visit** **Off Year Visit** **Administrative Change**

LICENSING VISITS

New Application X **Re-Application** **NA**

Signed Application (470-0722) Received X **Yes** **No** **NA** **Date Signed:** 03-17-2025

FIRE INSPECTION X **State** **Local** **NA** **Is Fire Inspection Approved?** X **Yes** **No** **NA**

Date Inspected: 05-24-2022

Comments : Fire Inspections are due at least every three years. Competed in 2022 by Dept of Inspections, Appeals and Licensing (DIAL) Andrew McCall.

LICENSE TYPE: X **Child Care** **Preschool (ages 3-5 meets three hours or less per day)**

Financial Type: X Profit Non-Profit NA

Accredition: Accredited NAEYC NSACA Other X NA

Program Serves: X Infants (0-23 mo.) X 2 Years X Preschool-Age School-Age

Get-Well Evening Care Special Needs

SCHEDULE: X Year-round School-Year Summer Only

HOURS:	*Year-round*	*School-Year*	*Summer Only*

LICENSE CAPACITY	Infants	2 Years	Preschool	School-Age	Capacity
General	48	54	114		216
Summer					0

QRS Rating: 3

RECOMMENDATION FOR LICENSE:	
X	**FULL** license from 05-01-2025 to 05-01-2027
	PROVISIONAL license from
	DENIAL of initial application
	SUSPENSION of license
	REVOCATION of license

Licensing Consultant: Maggie Gibson, SWIV **Date:** 05-09-2025

I. IF CURRENT LICENSE IS PROVISIONAL, IDENTIFY THE CORRECTIVE ACTIONS

N/A.

II. IDENTIFY THE AREAS OBSERVED ON THE VISIT:

An unannounced annual visit was completed 4-29-25. The director, Megan Jurrens was present throughout the visit.

This center was given Permission to Open on 1/18/21. Primrose School is a National brand, however each center is a franchise and independently owned. Primrose School has approximately 420 centers in 32 states. Umesh and Deepa Parekh are the owners of this Primrose School and another Primrose School in West Des Moines. Megan Jurrens is the director of Primrose/Urbandale, assuming this role in June, 2023. Megan has a Bachelor's degree in Humanities; with early education. Megan has several years of prior child care experience; and meets the criteria for this position. Jennifer Kirchhoff is the assistant director; and brings a Bachelors Degree in Early Education along with 10+ years of early childhood care experience Both meet the criteria for their positions.

This center has 13 enclosed classrooms and serves children from age 6 weeks to five years of age. This center is open M-F 6:30AM-6:00 PM.

All areas of the program were observed. These areas observed consisted of classroom observations and activities, nutritional practices, health and safety practices, playground observation, field trip and transportation practices, and administrative review.

Room observations/activities: The Primrose school corporation has an Early Learning Council and an Education Team. The curriculum is based on a Balanced Learning concept, which balances purposeful play with nurturing guidance to encourage curiosity, creativity, confidence and compassion. There is a curriculum for each age range; infant, toddler, early preschool, preschool, and prekindergarten. The curriculum has components of language and literacy, science, technology, engineering, creative arts and math (STEAM); social studies, music, physical development and health; as well as components of compassion, kindness and life skills. The center communicates with parents via an application (Pro-Care). The staff are in ratio on this day and were observed to be leading group activities or attending to individual needs. The staff were nurturing and responsive to the children in their care. The classrooms have a good variety of toys and play centers to offer. The classrooms were clean and nicely organized. There was discussion of reminders to staff to ensure children are washing hands upon having diapers changed or using the restroom.

Nutrition Practices: There is an on-site kitchen with dedicated kitchen staff. The menus follow CACFP guidelines and were posted in the kitchen. The kitchen was clean and nicely organized. Meals/snacks are served family style. Menus are crafted with support of a Primrose Corporate Cook Book, and specific to this center by the chef and director. The menu items rotate seasonally.

Health/Safety: Medications are stored securely in the director's office; emergency medication however is kept secure in each room with fanny pack first aid kits. Handwashing signs were posted; First aid kits were in all rooms. Tornado/Fire diagrams were posted as required. Fire/Tornado drills were documented completed as required. Radon was tested 1/24/24, all levels testing below 4.0. HVAC was inspected 4/8/24.

Playground: With the exception of Jan 2024, playground checks were completed. This playground is divided by ages and enclosed with chain link fencing; There are play structures that offer shade. Surfacing is artificial turf; and cement with a Basketball hoop. The playground also has a section that is for a center garden. The playground was observed free from debris and obvious safety concerns.

Transportation/Field Trips: NA

Administrative Review: Fliers for mandatory reporting, handbook, consultant contact, license and Non-smoking signs were posted. Eight child files were reviewed and contained the required information; Five staff files were reviewed; 3 of 5 staff did provide physicals that occurred post-hire; (physicals are required of staff within six months PRIOR to hire and then every three years).

III. IDENTIFY THE OBSERVED STRENGTHS OF THE CENTER:

This center has acquired Level 3 on the IQ4K quality rating scale. Iowa Quality for Kids (IQ4K®) is Iowa's new Quality Rating and Improvement System (QRIS) for Department of Health and Human Services (HHS) licensed Child Care Centers and preschools, registered Child Development Homes and programs operating under the authority of an accredited school district or nonpublic school. IQ4K® provides five levels of quality (building blocks) that programs can achieve and continue to improve on. By implementing Continuous Quality Improvement (CQI), IQ4K® allows programs to assess their current grade across all areas of programming and devise a structured plan to increase the overall level of program quality.

The center has strong communication between staff and families. The center uses an app for daily notes and and real time communication with families. Every classroom has an I-Pad.

The center has good room set up with classrooms that are well supplied with age appropriate toys/equipment and centers.

The center has a strong, well rounded and balanced curriculum. Primrose has an Early Learning Council that creates their curriculum annually.

The center provides training for staff prior to new staff being placed in the classrooms, as well as mentoring.

The center has a strong leadership team.

The center receives strong support from the owners.

The leadership team conducts 30, 60 and 90 day evaluations with staff after they are hired. They also conduct visits to the classrooms to check in on teachers/staff.

There are staff pictures outside of each classroom.

Staff can participate in the WAGES program and the TEACH program. Child Care WAGE$® Iowa (WAGE$) is a salary supplement program offered by Iowa AEYC. WAGE$ works hand-in-hand with TEACH Early Childhood® Iowa. WAGE$ offers salary supplements (also called stipends) to the early care and education workforce, based on the individual's level of formal education and commitment to their program.

The center has a secure entrance and security cameras, however the cameras are not placed in the classrooms.

The administration team does a week of teacher appreciation every May and will do something everyday to show appreciation to staff.

The center brings in outside enrichment activities, such as Tippy toes and Soccer Shots.

IV. IDENTIFY THE ASPECTS OF OPERATION THAT FALL BELOW THE STANDARDS REVIEWED:

109.9(1)d: All files contain a pre-employment physical exam report completed within six months prior to hire and at least every three years. Physical exams shall be documented on form 470-5152, Child Care Provider Physical Examination Report.
Number not in compliance: 3

V. SPECIAL NOTES/RECOMMENDATIONS:

The menu was reviewed and reflects the center is following the CACFP guidelines.

Radon testing is now required every five years if testing is under the 4.0 cutoff. The center last completed radon testing in January of 2022 and all rooms fell below the 4.0 cutoff.

Discussion did take place for a staff reminder on handwashing policy after a child is diapered or using the restroom.

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*Note: If you are the Child Care Center Director and you feel something is unclear or unjustly cited, please contact your DHS Licensing Consultant to discuss the issue. The child care director may also send a response which will be placed in the licensing file.

*Note: If you are a member of the general public, there may be additional information contained in the public file. You may contact the DHS Licensing Consultant to inquire.