Iowa Department of Health And Human Services

CHILD CARE CENTER ANNUAL EVALUATION

Name of Center: Primrose School of Urbandale

Provider No.: 51307

Address: 12001 Hickman Rd, Urbandale, IA, 50323

County: Polk

Director's Name: Megan Jurrens

On-Site Supervisor: Jennifer Kirchhoff

Phone Number: 5152015636

E-Mail: director@primroseurbandale.com

HHS Visit Date: 05/12/2026

Licensing Period: 05/01/2025 to 05/01/2027

Fire Inspection:

Date Inspected: 05/14/2025

Comments: Fire Inspections are due at least every three years. Completed by Seth Jones, Fire Code Inspector--Iowa Dept of Inspections, Licensing and Appeals (DIAL).

Report Visit Type:

- [ ] PTO
- [X] Licensing Visit
- [ ] Drop In
- [ ] Administrative Change

License Type:

- [X] Full
- [ ] Provisional

Quality initiative:

Quality Rating: 3

- [ ] Accrediation

Program Duration:

- [X] Year-Round
- [ ] School Year
- [ ] Summer Only

Health and Human Services

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HOURS:	*Year-round*	*School-Year*	*Summer Only*
Sunday			
Monday	6:30 AM to 6:00 PM		
Tuesday	6:30 AM to 6:00 PM		
Wednesday	6:30 AM to 6:00 PM		
Thursday	6:30 AM to 6:00 PM		
Friday	6:30 AM to 6:00 PM		
Saturday			

Program Population Served:

- [X] Infant(0-<24 Months)
- [X] Toddler
- [X] PreSchool
- [X] School Age
- [ ] All Ages

LICENSE CAPACITY	Infants	2 Years	Preschool	School-Aged	Capacity
General	48	54	88	26	216
Summer					0

1. Basic Overview

An unannounced annual visit was completed 5/12/26. 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.

Primrose School of Urbandale has 13 enclosed classrooms and serves children from age 6 weeks up to age 10 as of this year.

This center is open M-F 6:30AM-6:00 PM.

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.

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Children are content when the visit took place, and were resting or in transition. The teachers were observed to work well together and had positive engagements with the children.

Nutrition Practices: Primrose School of Urbandale prepares meals fresh daily on-site. The program offers morning snack, breakfast, lunch and an afternoon snack.

Playground: This playground is enclosed and divided by ages; There are several play structures that offer shade. . The playground also has a section that is for a center garden.

Transportation/Field Trips: The center does have access to utilize 14 passenger busses that the assistant director and director are able to drive.

2. Identify Observed Strengths of the program

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.

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

3. Identify the aspects that fall below the standard

109.9(1)b: 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.

109.9(1)c: All files contain documentation to indicate that ongoing staff training requirements are met, including current certifications in first aid/CPR and mandatory child abuse training.

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4. Any corrective action plans, provisional license, and safety plans-steps to get into compliance

109.9(1)b--staff will need on file a report of physical exam that was conducted within six months prior to or post hire.
-There was a staff physical that was completed nearly a year prior to hire.
-The director will have the staff obtain an updated report of physical exam where the exam took place within allowed perimeters

109.9(1)c--staff files need documentation of current certifications of first aid/CPR and mandatory child abuse training.
-Two staff had expired First Aid/CPR training certificates
-The director stated that a session to update First Aid/CPR training is schedule for June 2026 and the director would forward those updated completion certificates to licensing.

5. Special Notes/Recommendations

Radon testing is 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.

Targeted Assessment: Behavior Management
Discussion took place with the center director their oversight of behavior management related to helping childcare staff: 1) Understand expectations, 2) managing frustrations, 3) monitor performance. The center if offering at least two days of professional staff development that includes updated trainings that address behavior management techniques, which includes Positive Behavioral Intervention and Supports (PBIS) training. The director indicated that staff are able to seek out a team member, including administrative staff stepping in the classroom to assist.
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Date: 05/22/2026

HHS Licensing Consultant: Maggie Gibson, SWIV

Non-compliance with any of the mandated regulatory requirements listed above may lead to the cancellation or revocation of your Child Care License. Please take steps necessary to completely address each of the violations noted above.

Child Care Resource and Referral is an excellent resource for providers to access training options and support in your area. You can reach Child Care Resource and Referral at **https://iowaccrr.org**.