Let’s Talk:
Increasing QRIS Awareness & Participation through Strategic Communications

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Session Sparks

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Increasing QRIS Awareness & Participation through Strategic Communications

Presented by Mindy Binderman, Executive Director and Vett Vandiver, Director of Communications,
GEEARS: Georgia Early Education Alliance for Ready Students

www.geears.org
PRESENTATION OVERVIEW

• Overview of GEEARS
• History of Georgia’s QRIS & Campaign Timeline
• Overview of Quality Rated Public Awareness Campaign Steps and Strategies
• Most Recent Campaign Phase (Summer 2019)
• Provider Participation
• Evaluation Overview
• Q+A
OVERVIEW OF GEEARS
**GEEARS: Georgia Early Education Alliance for Ready Students**

**Our Mission:** To support high-quality early learning and healthy development for Georgia’s youngest children, from birth to five by championing policies, promoting innovative and evidence-based practices and building public will.

To learn more, visit geears.org
HISTORY AND CAMPAIGN TIMELINE
Campaign Timeline

2004: Bright from the Start: Georgia Department of Early Care and Learning (DECAL) is created

2010: GEEARS was founded

2012: QR is launched by DECAL

2013: GA receives Race to the Top grant accelerating QR

2014: GEEARS secures a $1 million in-kind investment from the Cox Foundation

2016: Quality Rated website launched

2017: WK Kellogg awards Public Awareness Campaign Grant

2018: Everywhere Agency engaged to focus on local promotion
CAMPAIGN STEPS AND STRATEGIES
Step 1: Research + Focus Groups
INITIAL RESEARCH: November 2015

Baseline Survey:
- Telephone survey of 600 parents
- 42% of parents lived in the Metro Atlanta area and 58% were from outside the region.

Focus groups: 12 groups in Atlanta, South Georgia, and Central Georgia

Top Findings
- Awareness among parents was limited; almost half of families never heard of Quality Rated
- Families who had used Quality Rated overwhelmingly felt it was useful

Next Steps: Final Baseline Survey in April 2017
The highest percentage of parents once again said they have used school-based programs. Compared to 2015, there was an uptick among parents who cited using a part-time nanny/babysitter in their home.

For the following questions, please think about your youngest child/your child who is 5 years of age or younger. Which of the following options for watching your children who are not yet in school, or during and after school hours, have you used?

<table>
<thead>
<tr>
<th>Type of program</th>
<th>2017</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>School-based pre-school pre-K program</td>
<td>39%</td>
<td>45%</td>
</tr>
<tr>
<td>Part-time nanny or babysitter in your home</td>
<td>20%</td>
<td>14%</td>
</tr>
<tr>
<td>Center-based program</td>
<td>18%</td>
<td>17%</td>
</tr>
<tr>
<td>Full-time nanny or babysitter in your home</td>
<td>13%</td>
<td>9%</td>
</tr>
<tr>
<td>Program in someone else’s home</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>Other learning program</td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
<td>Other</td>
<td>8%</td>
<td>11%</td>
</tr>
<tr>
<td>None</td>
<td>25%</td>
<td>24%</td>
</tr>
</tbody>
</table>

Parents 35 or older (43%) are more likely to have used a school-based pre-school/pre-K program. Same as those earning $50K or more a year (43%) and those with college degree+ (42%).
Family and friends were the sources cited the most by parents when making decisions about childcare. Three out of ten parents cited online sources and/or official ratings as a source they utilize when making these decisions.

From the following list of choices, which sources do you use to help make your decision as to what childcare, pre-K or early learning provider to choose? Select all that apply.

<table>
<thead>
<tr>
<th>Source</th>
<th>2017</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family</td>
<td>58%</td>
<td>50%</td>
</tr>
<tr>
<td>Friends</td>
<td>55%</td>
<td>55%</td>
</tr>
<tr>
<td>Other parents</td>
<td>47%</td>
<td>46%</td>
</tr>
<tr>
<td>Local schools</td>
<td>45%</td>
<td>37%</td>
</tr>
<tr>
<td>Online sources</td>
<td>30%</td>
<td>26%</td>
</tr>
<tr>
<td>Official ratings</td>
<td>29%</td>
<td>34%</td>
</tr>
<tr>
<td>Neighbors</td>
<td>28%</td>
<td>25%</td>
</tr>
<tr>
<td>Pediatricians</td>
<td>27%</td>
<td>29%</td>
</tr>
<tr>
<td>Advertisements for providers</td>
<td>16%</td>
<td>10%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
<td>5%</td>
</tr>
<tr>
<td>None</td>
<td>6%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Those more likely to say they use online sources when making decisions – metro Atlanta (39%), HHI $50K or more (37%), and men (35%).