EVALUATION OF THE CAMPAIGN
Evaluation Design and Methodology

The evaluation spanned 13 months and was based on both qualitative and quantitative data.

- **Formative Evaluation**
  April to August 2018

- **Summative Evaluation**
  September 2018 to April 2019

- **Data Types**
  - Artifacts (plans, documents, reports, communication tools)
  - Digital platform user data
  - Qualitative interviews with stakeholders, providers, parents, and Parent Ambassadors (59 in total)
  - Parent Focus groups in the following counties: Clayton, Gwinnett, Coffee, and Cook
Observation 1: Statewide Commitment to Early Learning

The campaign helped to embed a QRIS in Georgia as part of a statewide commitment to early learning.

Public/Private Partnerships
Unlocked key funding and support

Incentives to Build Quality
Initial participants drawn to QR by incentives and a desire to improve quality

2020 Deadline Affirmed
Became clear that Early Learning and Quality Rated remains a long term priority for GA

Research and Advocacy
GEEARS harnessed local data to help audiences, especially local officials understand how early learning benefits their constituents.

Call to Action
Consistent messaging shared with diverse audiences across public and private entities

Recommendation: Continue building the pipeline of support that blends public and private dollars to sustain local efforts of the campaign to build parent demand, in priority areas especially beyond Metro Atlanta.
Observation 2: Case Study for Other Systems

The campaign is a clear example of how to build supply and then demand for quality child care options that will prove useful to other states and early learning systems.

- **Supply then Demand**: Utilized emergent strategy to shift focus so that provider supply was built first followed by parent demand.
- **Communication Strategy Development**: Built communications focused capacity, set strategy, make important branding decisions, and create original content.
- **Local Influencers a Key to Sustainability**: Sustainable local approach to promoting Quality Rated to parents.
- **Sharing Best Practices Nationally**: Leaders in other states trying to establish uptake of Early Learning Quality are noting the QR development.
- **Positive Messaging**: Optimistic messaging has greater impact on target audiences, especially parents.

**Recommendation**: Continue promoting positive messaging and create a dissemination plan to share the lessons learned with other states.
Observation 3: 2020 Participation Mandate

As the 2020 deadline to become Quality Rated approaches, it has become one of the most motivating factors for providers not yet participating to join.

Mandate Leads to Participation
Requiring providers who serve low-income to participate in QR reportedly increases access for low-income families.

Providers are Aware of QR
Every provider interviewed or surveyed was aware of Quality Rated and the re-rating process.

Participating Providers Value Quality Rated
A total of 98% of respondents indicated that Quality Rated had some level of positive impact on their program.

Recommendation: Continue to elevate the benefits of Quality Rated participation and the re-rating process especially for Family Child Care Learning Homes.
Observation 4: Peer-to-Peer Communication

Peer-to-peer communication is an especially impactful way for parents to receive information.

- **Parent Referrals**: Most parents continue to rely on parent-to-parent referrals as they conduct their child care search.
- **Parent Ambassadors**: Messaging from a well-informed, specifically trained peer enhances the impact of parent-to-parent communication.
- **Messaging to Parents**: Often parents are learning about QR through their providers as they are signing up or after they are enrolled.
- **Reaching Parents Early**: Reaching parents before a relationship is formed with a provider is critical.

**Recommendation**: Consider expanding the Parent Ambassador Program to serve more families and communities.
Observation 5: Geographic Variation

Parent awareness and provider support of Quality Rated varied according to geography.

Rural Awareness
Providers in Southern, rural Georgia report that QR is required for CAPS funding, but not necessarily needed to increase marketability.

Ratings Provide Information
Parents recognized ratings as a positive way to receive information, but still emphasized cost, location, and personal relationships as factors determining care decisions.

Transportation
Access to transportation was one of the greatest determining factors in choosing a child care provider.

Recommendation: Continue to focus local efforts on building provider supply and parent demand in the more rural areas of southern Georgia. Also, consider how public transportation maps to quality.
Questions? Comments? Let’s Talk!
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