



# Communicating Strategically about QRIS

March 25, 2015



# Welcome!

Facilitator:

**Christina Bath Collosi**, VIVA Strategy + Communications

Presenters:

**Samantha Thompson**, Merced County Office of Education

**Diane Ehrle**, Orange County Office of Education

**Lupe Jaime**, Fresno County Office of Education

# QRIS Communications Strategy



Merced County  
Office of Education –  
Early Education Department

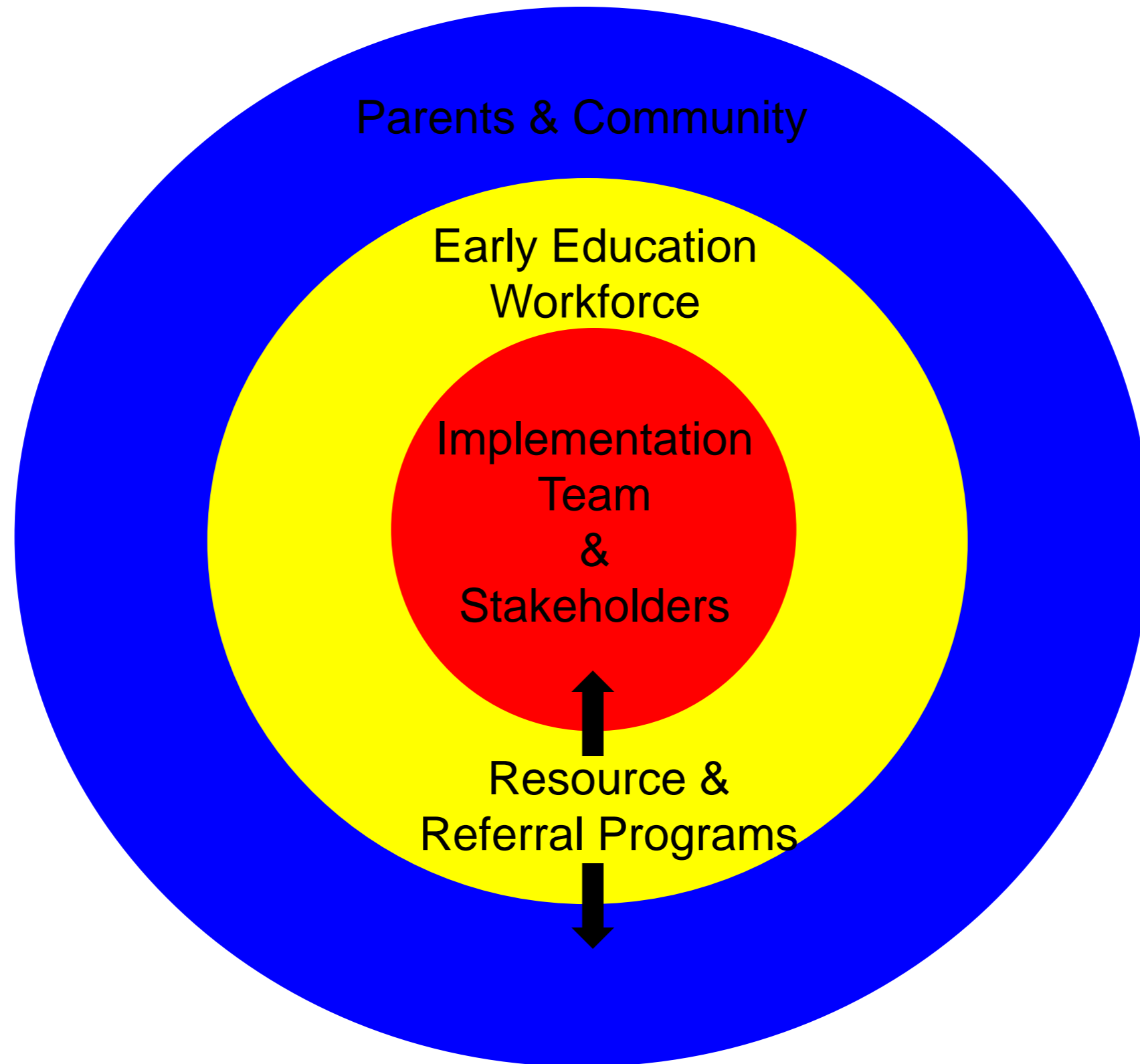


**Merced \* Mariposa \* Madera**  
Operated by Merced County Office of Education

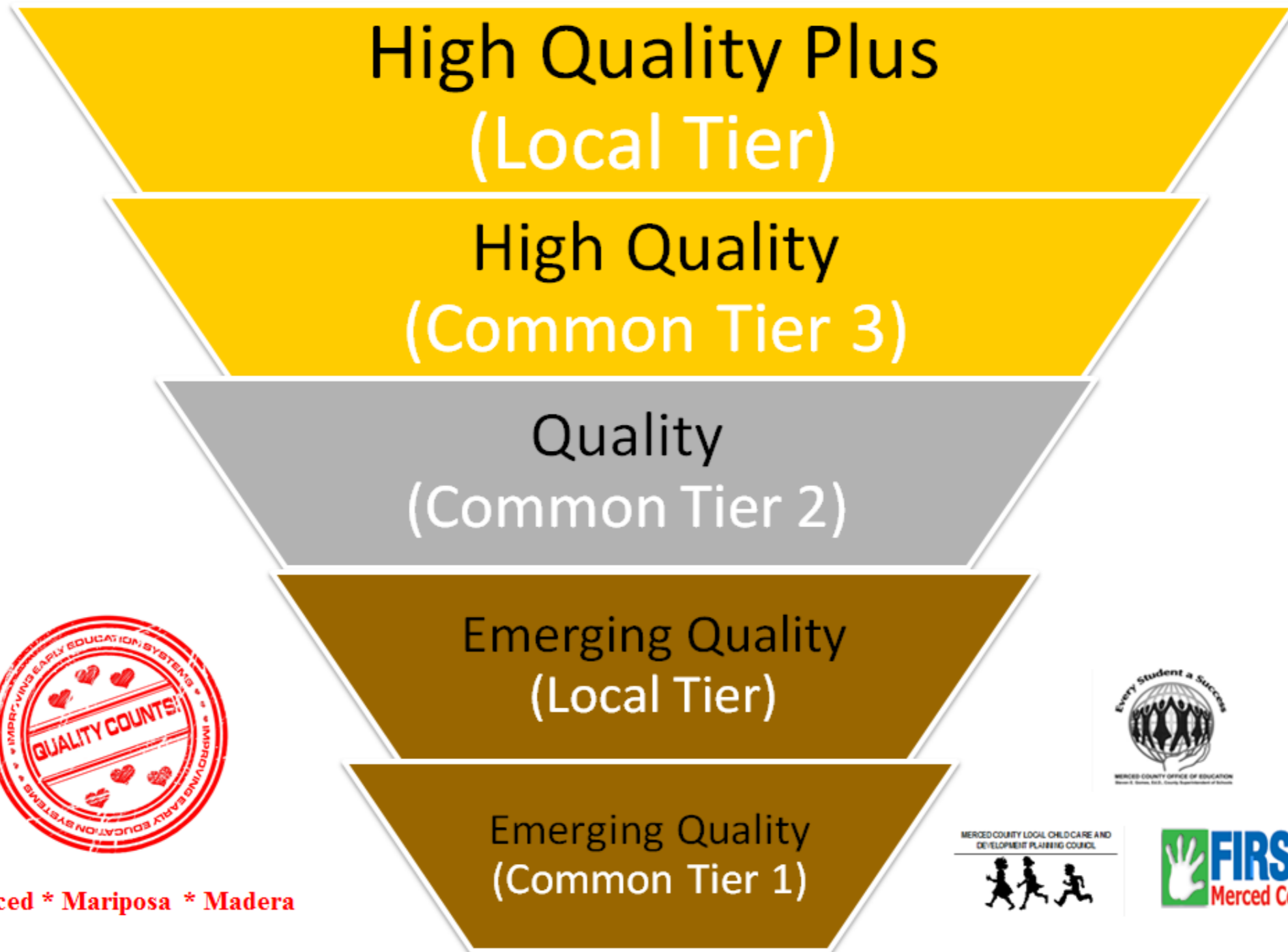


# *Quality Counts!*

## Community Outreach Approach



# *Quality Counts!* Quality Level Indicators



Merced \* Mariposa \* Madera





# Quality Counts! Quality Continuum Framework & Tiers



## QUALITY COUNTS!

Marion • Mariposa • Madera  
 CALIFORNIA RACE TO THE TOP – EARLY LEARNING CHALLENGE (RTT-ELC)  
 QUALITY CONTINUUM FRAMEWORK – QRIS HYBRID MATRIX (HYBRID MATRIX)

Submitted to CDE/EESD (for approval):  
 January 22, 2015

ELEMENT	BLOCK (Common Tier 1) Licensed In-Good Standing EMERGING QUALITY	2 POINTS (Local Tier) EMERGING QUALITY	3 POINTS (Common Tier 2) QUALITY	4 POINTS (Common Tier 3) HIGH QUALITY	5 POINTS (Local Tier) HIGH QUALITY PLUS
<b>CORE I: CHILD DEVELOPMENT AND SCHOOL READINESS</b>					
1. Child Observation	<input type="checkbox"/> Not required	<input type="checkbox"/> Program uses evidence-based child assessment/observation tool annually that covers all five domains of development	<input type="checkbox"/> Program uses valid and reliable child assessment/observation tool aligned with CA Foundations & Frameworks <sup>1</sup> twice a year	<input type="checkbox"/> DRDP 2010 (minimum twice a year) and results used to inform curriculum planning (MOE) (QE)	<input type="checkbox"/> Program uses DRDP 2010 twice a year and uploads into DRDP Tech and results used to inform curriculum planning (MOE) (QE)
2. Developmental and Health Screenings	<input type="checkbox"/> Meets Title 22 Regulations	<input type="checkbox"/> Health Screening Form (Community Care Licensing form LIC 701 "Physician's Report - Child Care Centers" or equivalent) used at entry, then: 1. Annually OR 2. Ensures vision and hearing screenings are conducted annually	<input type="checkbox"/> Program works with families to ensure screening of all children using a valid and reliable developmental screening tool at entry and as indicated by results thereafter AND <input type="checkbox"/> Meets Criteria from point level 2	<input type="checkbox"/> Program works with families to ensure screening of all children using the ASQ & ASQ-SE, if indicated, at entry, then as indicated by results thereafter AND <input type="checkbox"/> Program staff uses children's screening results to make referrals and implement intervention strategies and adaptations as appropriate AND <input type="checkbox"/> Meets Criteria from point level 2 (MOE) (QE)	<input type="checkbox"/> Program works with families to ensure screening of all children using the ASQ & ASQ-SE, if indicated, at entry, then as indicated by results thereafter AND <input type="checkbox"/> Program staff uses children's screening results to make referrals and implement intervention strategies and adaptations as appropriate AND <input type="checkbox"/> Meets Criteria from point level 2 (MOE) (QE)

<sup>1</sup> As of 01/2014 approved assessments are: Creative Curriculum GOLD and Early Learning Scale by National Institute of Early Education Research (NIEER)

Note: Point values are not indicative of Tiers 1-5 but reflect a range of point values.  
 CSP-POP Maintenance of Effort (MOE) CSP-POP Quality Enhancement (QE)

January 2015

Pg. 1

ELEMENT	BLOCK (Common Tier 1) Licensed In-Good Standing EMERGING QUALITY	2 POINTS (Local Tier) EMERGING QUALITY	3 POINTS (Common Tier 2) QUALITY	4 POINTS (Common Tier 3) HIGH QUALITY	5 POINTS (Local Tier) HIGH QUALITY PLUS
<b>CORE II: TEACHERS AND TEACHING</b>					
3. Minimum Qualifications for Lead Teacher/Family Child Care Home (FCCH)	<input type="checkbox"/> Meets Title 22 Regulations (Center: 12 units of Early Childhood Education (ECE)/Child Development (CD) FCCCH: 15 hours of training on preventive health practices)	<input type="checkbox"/> 24 units of ECE/CD OR Associate Permit <input type="checkbox"/> FCCCH: 12 units of ECE/CD OR Associate Permit	<input type="checkbox"/> 24 units of ECE/CD - 16 units of General Education OR Teacher Permit AND <input type="checkbox"/> 21 hours professional development (PD) annually	<input type="checkbox"/> Associate's degree (AA) in ECE/CD OR AA in any field plus 24 units of ECE/CD OR Site Supervisor Permit AND <input type="checkbox"/> 21 hours PD annually	<input type="checkbox"/> Bachelor's degree in ECE/CD (or closely related field) with 24-units of ECE/CD OR Master's degree in ECE/CD AND Site Supervisor Permit AND <input type="checkbox"/> 21 hours PD annually (QE) (MERGED COUNTY ADD-IN) AND Assistant Teacher Associate's Degree (or equivalent coursework in EA program) with appropriate ECE credits (minimum 12 units) AND <input type="checkbox"/> 21 hours PD annually
4. Effective Teacher-Child Interactions: CLASS Assessments (Use tool for appropriate age group as available)	<input type="checkbox"/> Not Required	<input type="checkbox"/> Familiarity with CLASS for appropriate age group as available by one representative from the site	<input type="checkbox"/> Independent CLASS assessment by reliable observer to inform the program's professional development/improvement plan (MOE) (QE) Note: MOE & QE requires score thresholds as follows: 5 – Emotional Support 3 – Classroom Organization 2.75 – Instructional Support	<input type="checkbox"/> Independent CLASS assessment by reliable observer with minimum CLASS scores: Pre-K • Emotional Support - 5 • Instructional Support - 3 • Classroom Organization - 5 Toddler • Emotional & Behavioral Support - 5 • Engaged Support for Learning - 3.5 (MOE) (QE) Note: MOE & QE requires score thresholds as follows: 5 – Emotional Support 3 – Classroom Organization 2.75 – Instructional Support	<input type="checkbox"/> Independent CLASS assessment with minimum CLASS scores: Pre-K • Emotional Support - 5.5 • Instructional Support - 3.5 • Classroom Organization - 5.5 Toddler • Emotional & Behavioral Support - 5.5 • Engaged Support for Learning - 4 (MOE) (QE) Note: MOE & QE requires score thresholds as follows: 5 – Emotional Support 3 – Classroom Organization 2.75 – Instructional Support

<sup>2</sup> For all ECE/CD units, the core 8 are desired but not required.

Note: Point values are not indicative of Tiers 1-5 but reflect a range of point values.  
 CSP-POP Maintenance of Effort (MOE) CSP-POP Quality Enhancement (QE)

January 2015

Pg. 2

ELEMENT	BLOCK (Common Tier 1) Licensed In-Good Standing EMERGING QUALITY	2 POINTS (Local Tier) EMERGING QUALITY	3 POINTS (Common Tier 2) QUALITY	4 POINTS (Common Tier 3) HIGH QUALITY	5 POINTS (Local Tier) HIGH QUALITY PLUS
<b>CORE III: PROGRAM AND ENVIRONMENT - Administration and Leadership</b>					
5. Ratios and Group Size (Centers Only beyond licensing regulations)	<input type="checkbox"/> Center: Title 22 Regulations Infant Ratio of 1:4 Toddler Option Ratio of 1:6 Pre-school Ratio of 1:12 <input type="checkbox"/> FCCCH: Title 22 Regulations (excluded from point values in ratio and group size)	<input type="checkbox"/> Center - Ratio/Group Size Infant/Toddler - 4:16 Toddler - 3:16 Pre-school - 3:35	<input type="checkbox"/> Center - Ratio/Group Size Infant/Toddler - 3:12 Toddler - 2:12 Pre-school - 2:24	<input type="checkbox"/> Center - Ratio/Group Size Infant/Toddler - 3:12 or 2:8 Toddler - 2:10 Pre-school - 3:24 or 2:20 (MOE) (QE)	<input type="checkbox"/> Center - Ratio/Group Size Infant/Toddler - 3:9 or better Toddler - 3:12 or better Pre-school - 1:8 ratio and group size of no more than 20 (MOE) (QE)
6. Program Environment Rating Scale(s) (Use tool for appropriate setting: ECERS-R, ITERS-R, FCCERS-R)	<input type="checkbox"/> Not Required	<input type="checkbox"/> Familiarity with ERS and every classroom uses ERS as a part of a Quality Improvement Plan	<input type="checkbox"/> Independent ERS assessment. All subscales completed and averaged to meet overall score level of 4.0	<input type="checkbox"/> Independent ERS assessment. All subscales completed and averaged to meet overall score level of 5.0 (MOE) (QE)	<input type="checkbox"/> Independent ERS assessment. All subscales completed and averaged to meet overall score level of 5.5 (MOE) (QE)
7. Director Qualifications (Centers Only)	<input type="checkbox"/> 12 units core ECE/CD - 3 units management administration	<input type="checkbox"/> 24 units core ECE/CD - 16 units General Education + 3 units management administration OR Master Teacher Permit	<input type="checkbox"/> Associate's degree with 24 units core ECE/CD - 6 units management administration + 2 units supervision OR Site Supervisor Permit AND <input type="checkbox"/> 21 hours PD annually	<input type="checkbox"/> Bachelor's degree with 24 units core ECE/CD - 8 units management administration OR Program Director Permit AND <input type="checkbox"/> 21 hours PD annually (QE) with consideration given for ECE or Multiple Subject Credentials or Child Development Permit Matrix Program Director	<input type="checkbox"/> Master's degree with 30 units core ECE/CD including specialized courses + 8 units management administration OR Administrative Credential AND <input type="checkbox"/> 21 hours PD annually AND Director/Supervisor Training: Leadership in Early Education Settings (under development)

Note: Point values are not indicative of Tiers 1-5 but reflect a range of point values.  
 CSP-POP Maintenance of Effort (MOE) CSP-POP Quality Enhancement (QE)

January 2015

Pg. 3

ELEMENT	BLOCK (Common Tier 1) Licensed In-Good Standing EMERGING QUALITY	2 POINTS (Local Tier) EMERGING QUALITY	3 POINTS (Common Tier 2) QUALITY	4 POINTS (Common Tier 3) HIGH QUALITY	5 POINTS (Local Tier) HIGH QUALITY PLUS
<b>TOTAL POINT RANGES</b>					
Program Type	Common-Tier 1	Local-Tier 2 <sup>1</sup>	Common-Tier 3	Common-Tier 4	Local-Tier 5 <sup>4</sup>
Centers 7 Elements for 35 points	Blocked (No Point Value) - Must Meet All Elements	Point Range 8 to 19	Point Range 20 to 25	Point Range 26 to 31	Point Range 32 and above
Infant-only Centers 6 elements for 30 points	Blocked (No Point Value) - Must Meet All Elements	Point Range 7 to 15	Point Range 16 to 21	Point Range 22 to 26	Point Range 27 and above
FCCHs 5 Elements for 25 points	Blocked (No Point Value) - Must Meet All Elements	Point Range 6 to 13	Point Range 14 to 17	Point Range 18 to 21	Point Range 22 and above
Infant-only FCCHs 4 Elements for 20 points	Blocked (No Point Value) - Must Meet All Elements	Point Range 5 to 10	Point Range 11 to 13	Point Range 14 to 17	Point Range 18 and above

<sup>1</sup> Local-Tier 2: Local decision if Blocked or Points and if there are additional elements

<sup>4</sup> Local-Tier 5: Local decision if there are additional elements included

Note: Point values are not indicative of Tiers 1-5 but reflect a range of point values.  
 CSP-POP Maintenance of Effort (MOE) CSP-POP Quality Enhancement (QE)

January 2015

Pg. 4

# Publishing of Ratings



**THIS SITE PARTICIPATES IN**



**Merced • Mariposa • Madera**


California Department of Education  
Race to the Top-Early Learning Challenge Grant  
(RTT-ELC)




Merced County Office of Education  
Dr. Steven E. Gomes, Merced County Superintendent of Schools



# Community & Early Education Workforce Outreach Materials



Merced • Mariposa • Madera  
Operated by  
Merced County Office of Education



### Race to the Top – Early Learning Challenge (RTT-ELC)

In December 2011, the Merced County Office of Education - Early Education Department was awarded a \$915,000.00 Race to the Top-Early Learning Challenge (RTT-ELC) grant. Merced County is one of sixteen counties participating in California's Race to the Top-Early Learning Challenge grant project.

In December 2013, additional RTT-ELC funds were made available for counties willing to expand their areas of impact through cross-county mentoring. Merced County was awarded an additional \$297,060.00 to expand efforts in Mariposa and Madera Counties.


**What is the goal of RTT-ELC?**  
*"Ensure that children in California have access to high quality programs so that they thrive in their early learning settings and succeed in kindergarten and beyond."*

To accomplish this goal, the participating counties are required to implement a local Tiered Quality Rating Improvement System (TQRIS) that meets the essential needs of our early learners focusing on three areas:

- Child development and readiness for school
- Teachers and how they interact and teach young children
- Program and classroom environment

Our regional TQRIS is branded as **"Quality Counts!"**

**Why is RTT-ELC important?**  
 A high quality early learning experience profoundly shapes a child's ability to succeed in school and in life. Merced, Mariposa, and Madera counties are committed to ensuring that our Central Valley children have access to high quality early learning education.




For more information, please contact: 209-381-6719 or [sthompson@mcoe.org](mailto:sthompson@mcoe.org)

### Quality Rating Improvement System (TQRIS)?

A Tiered Quality Rating Improvement System (TQRIS) is used to assess, improve and communicate the levels of quality in an early learning programs based upon tiers that establish continuous levels of growth according to standards of quality. Quality standards include:

- Licensed and regulated by the State
- Staff who have specialized early education degrees and participate in ongoing professional development (*Local opportunities are available - see backside for more information*)
- Low adult to child ratios (appropriate group sizes)
- Developmentally appropriate curriculum, informed by valid and reliable screening and observation tools

The higher the quality standards, the higher the rating for the program! **Quality Counts!** will use a five-tier system to communicate levels of quality to the community. Each tier is labeled with a quality descriptor (Emerging Quality, Quality, High Quality, and High Quality Plus) and an associated color code: Bronze, Silver, and Gold. Programs rated as Silver (Quality) or Gold (High Quality and High Quality Plus) are considered high quality programs.




A TQRIS supports early learning educators/providers with increased training and support and provides parents/families with information on the type of learning and care their young children receive. Equally important, a TQRIS is used to inform policymakers and the general public about the effectiveness of early education. Nearly every state in the United States is engaged in some form of a quality rating and improvement system for early education programs.

**Who is participating in Quality Counts!**  
**Merced County:** Atwater Elementary School District, Delhi Unified School District, Dos Palos Oro Loma Joint Unified School District, Livingston Union School District, Los Banos Unified School District, Merced City School District, Merced College Child Development Center, Merced County Community Action Agency, Merced County Office of Education Early Head Start/Head Start, Stanislaus County Office of Education/Central California Child Development Services, Inc., Winton School District, and at minimum, Twenty (20) Family Child Care Providers  
**Mariposa County:** Community Action Partnership of Madera County Regional Head Start, Mariposa County First 5 Preschool Programs  
**Madera County:** Madera County Office of Education, Community Action Partnership of Madera County Regional Head Start, Madera Unified School District, Six (6) Family Child Care Providers







Merced County Office of Education  
Dr. Steven E. Gomez, Merced County Superintendent of Schools



Merced • Mariposa • Madera  
Operated by  
Merced County Office of Education



### TQRIS TEACHER & DIRECTOR QUALIFICATION REQUIREMENTS

**What is a Tiered Quality Rating Improvement System (TQRIS)?**

A high quality early learning experience profoundly shapes a child's ability to succeed in school and in life. Merced, Mariposa, and Madera counties are committed to ensuring that our Central Valley children have access to high quality early learning education.

A Tiered Quality Rating Improvement System (TQRIS) is used to assess, improve and communicate the levels of quality in an early learning programs based upon tiers that establish continuous levels of growth according to standards of quality. Quality standards include:

- Licensed and regulated by the State
- Staff who have specialized early education degrees and participate in ongoing professional development (*Local opportunities are available - see backside for more information*)
- Low adult to child ratios (appropriate group sizes)
- Developmentally appropriate curriculum, informed by valid and reliable screening and observation tools

The higher the quality standards, the higher the rating for the program!

A TQRIS supports early learning educators/providers with increased training and support and provides parents/families with information on the type of learning and care their young children receive.

Equally important, a TQRIS is used to inform policymakers and the general public about the effectiveness of early education. Nearly every state in the United States is engaged in some form of a quality rating and improvement system for early education programs.

For more information, please contact: 209-381-6719 or [sthompson@mcoe.org](mailto:sthompson@mcoe.org)

ELEMENT	1 POINT (Common Tier 1) EMERGING QUALITY	2 POINTS (Common Tier 2) QUALITY	3 POINTS (Common Tier 3) HIGH QUALITY	4 POINTS (Common Tier 4) HIGH QUALITY PLUS	5 POINTS (Common Tier 5) HIGH QUALITY PLUS
<b>1. Methods Qualifications for Lead Teacher/Family Child Care Provider (FCCP)</b>	1.1. Lead Teacher/FCCP must have a minimum of 12 units of ECE/EDC coursework.	2.1. Lead Teacher/FCCP must have a minimum of 24 units of ECE/EDC coursework.	3.1. Lead Teacher/FCCP must have a minimum of 36 units of ECE/EDC coursework.	4.1. Lead Teacher/FCCP must have a minimum of 48 units of ECE/EDC coursework.	5.1. Lead Teacher/FCCP must have a minimum of 60 units of ECE/EDC coursework.
<b>2. Child to CLASS Ratio (The best approach available)</b>	2.1. Child to CLASS ratio must be no more than 10:1.	2.2. Child to CLASS ratio must be no more than 8:1.	2.3. Child to CLASS ratio must be no more than 6:1.	2.4. Child to CLASS ratio must be no more than 4:1.	2.5. Child to CLASS ratio must be no more than 3:1.
<b>3. Staff and Program Requirements</b>	3.1. Staff must be licensed and regulated by the State.	3.2. Staff must have specialized early education degrees and participate in ongoing professional development.	3.3. Staff must have specialized early education degrees and participate in ongoing professional development.	3.4. Staff must have specialized early education degrees and participate in ongoing professional development.	3.5. Staff must have specialized early education degrees and participate in ongoing professional development.
<b>4. Program/Environment Rating System (Use only for agencies with a QRS or ECE/EDC)</b>	4.1. Program/Environment Rating System score must be at least 1.0.	4.2. Program/Environment Rating System score must be at least 2.0.	4.3. Program/Environment Rating System score must be at least 3.0.	4.4. Program/Environment Rating System score must be at least 4.0.	4.5. Program/Environment Rating System score must be at least 5.0.

- the CARES Plus/AB 212 guidelines and regulations.
- To increase the educational attainment of early childhood education professionals.
  - To provide educational and professional growth advising to individuals in the workforce.
  - To promote retention and stability in the field of early care and education.
  - To encourage the recruitment and retention of highly qualified early care and education providers with multi-lingual skills to address the linguistic needs of young children and their families.
  - To improve the quality of early childhood out of home care environments.

Development and Classroom Assessment Scoring System (CLASS).

**Stipend Incentives** are monetary incentives awarded to participants working in the early care and education (ECE) field who meet annual program requirements.

**Stipend Incentives \$600-\$2,600**

**Stipend Eligibility Criteria Minimum Requirements:**

- Earn less than \$60,000 annually.
- Work in a licensed or licensed-exempt child family care setting or a center-based child care program in Merced County for a minimum of 15 hour per week.
- Employed for a minimum of 9 months continuously with the same agency or employed seasonally in a migrant child care program.
- Meet with the advisor to complete a professional development plan.

For more information, please contact: 209-381-6787 or [acruthird@mcoe.org](mailto:acruthird@mcoe.org)





Merced County Office of Education  
Dr. Steven E. Gomez, Merced County Superintendent of Schools



# QRIS Communication Strategy



## Orange County Department of Education



# Brand Identity Process

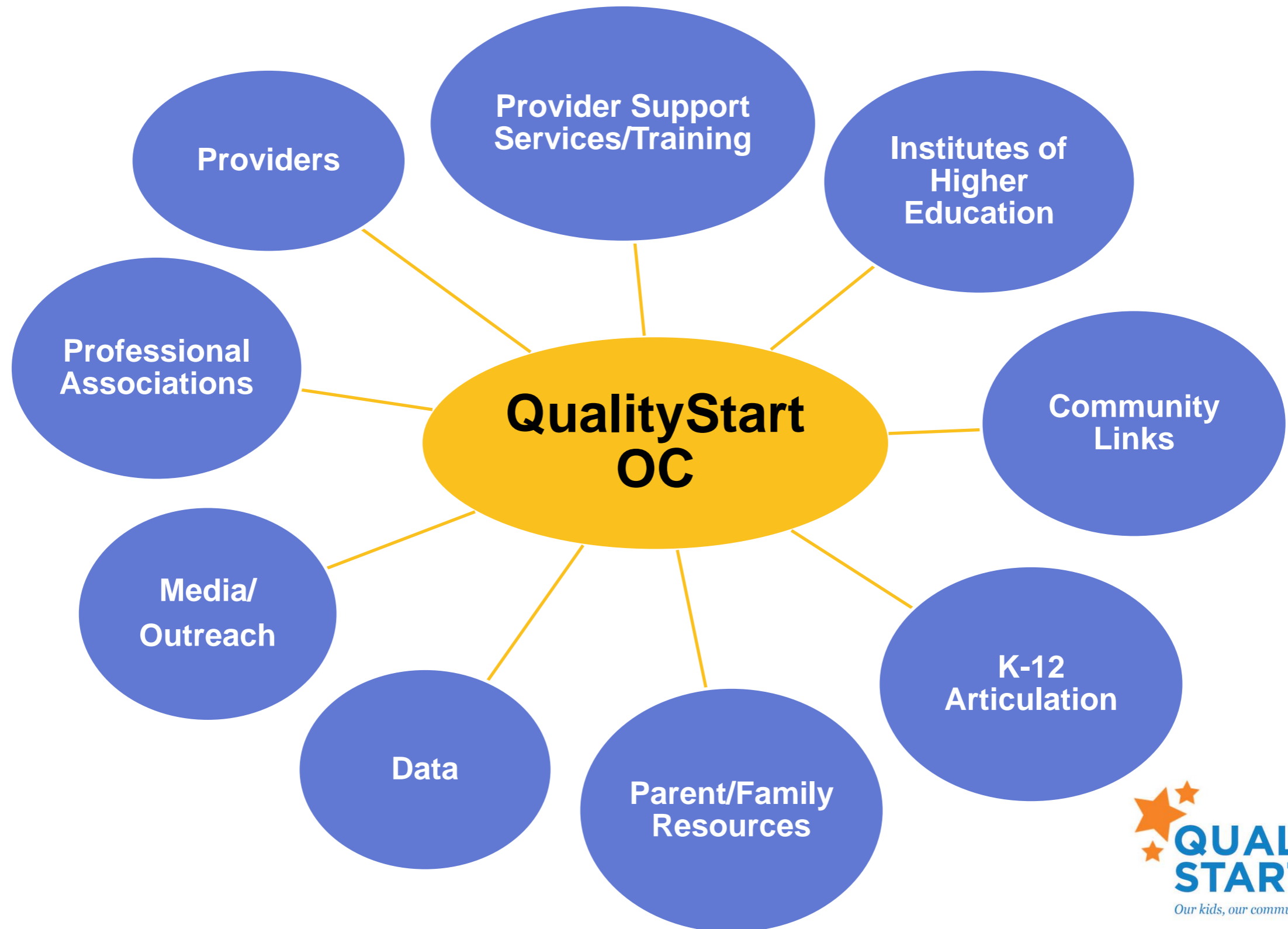
## Orange County Quality Rating and Improvement System

- ❖ **Who Are We?**
- ❖ **Name/Logo**
- ❖ **Community Advisory Committee**
- ❖ **Communications and Marketing Plan**
- ❖ **QualityStart OC Website**
- ❖ **Communication/Marketing Materials**





# Alignment of Support and Services to Early Educators and Families



# QualityStart OC Website

## PHOTOGRAPHY



QUALITY START OC PARENTS EDUCATORS / PROVIDERS LEARN MORE / TAKE ACTION

We'll earn up to **\$2,000** more per month

Why is high quality early education so important?

Social vitality. Economic strength. Stable communities.

These are the real benefits of quality early care and education for Orange County's children.

High quality early care and education sets the stage for greater success later in life - children do better in school and are far more likely to graduate, attend college or job training, and have higher earnings as adults.

When we give all of Orange County's children access to high quality early care and education, we aren't just creating better futures for them, we're investing a better future for our entire community.

Find Preschool or Child Care

Search by zip code:  GO

Latest News

Learn more about our latest news, including updates on our website and social media. Read More

About QualityStart OC

Connect With Us

QUALITY START OC  
1000 N. GARDEN AVENUE, SUITE 200, ORANGE, CA 92668  
714.940.1234

CONTACT US  
1000 N. GARDEN AVENUE, SUITE 200, ORANGE, CA 92668  
714.940.1234

CONTACT US  
1000 N. GARDEN AVENUE, SUITE 200, ORANGE, CA 92668  
714.940.1234



# Community/Educator/Parent Information



Dear Provider,

As an early childhood educator, you play a vital role not only in the lives of the children in your care, but in the Orange County community as a whole. Parents trust you to care, nurture, and teach their children in their first years. Research has proven that these years are critical to a child's future success and well-being. QualityStart OC recognizes the important role you play in the community, and was established to recognize and support the quality of your programs and to connect parents to your services.

Along with this letter, you will find your new Quality Stars provider toolkit to help support your program! This toolkit contains the information and resources you need to promote your program's participation in the Quality Stars QRIS and to share the importance of quality early childhood education with parents and your community.

Below, we have listed all of the elements of your provider toolkit, along with some ideas on how to use each item:

- A **certificate and decal** that you can hang on the wall in your facility and stick to the front window or door to let everyone know that you are a participant of Quality Stars.
- A **parent letter** letting them know your program is participating in Quality Stars and is dedicated to providing high quality early education.
- A **fact sheet** to accompany the parent letter, letting parents and guardians know what Quality Stars is, the benefits of having their child in a quality early education program, and what it may mean for them.
- A **press announcement** that you can send to your local newspaper, or include in bulletins of local congregations or your own communications. Your participation in Quality Stars is something to be proud of, and this press announcement will help you spread the word about your commitment to quality.

Should you ever run out of any of these resources, you can find them on the QualityStart OC website, at [www.QualityStartOC.org](http://www.QualityStartOC.org), under the "Educators & Providers" tab.

QualityStart OC wants to support your success as an early care and education professional. We know it will make a difference for you and for our children. Should you have any questions about QualityStart OC or Quality Stars, please contact:

Diane Ehrle  
Coordinator, QualityStart OC  
Orange County Department of Education  
714.966.4173  
[dehrle@ocde.us](mailto:dehrle@ocde.us)



## Quality Stars—Choosing a high quality program means a strong start for your child

Congratulations! Your child's early learning program is participating in **Quality Stars**. This means that your child's teacher is committed to giving your child high quality early education.

### Why Quality Matters

A child's brain develops more in the first five years than at any other time of life. That's why it's important that your child gets the best education possible during these years. Choosing a high quality program makes a difference.

Quality programs offer:

- ★ A safe environment created to help children learn
- ★ Teaching through fun activities that help your child develop
- ★ Teachers who have more education and training
- ★ A focus on making sure your child is ready for school

Children who receive high quality early education are:

- ★ Better prepared for kindergarten
- ★ More likely to be proficient in reading and math by the third grade
- ★ More likely to graduate from high school and attend college

### About Quality Stars

Quality Stars is a quality rating and improvement system (QRIS), an easy-to-follow 5-star system that rates the quality of your child's program. Quality Stars is one of many programs that are part of QualityStart OC, an initiative that supports quality early learning in Orange County.

By participating in Quality Stars, your child's program and teachers are showing that they are committed to providing the best learning experiences possible for your child. In fact, by participating in Quality Stars, they are demonstrating a commitment to a level of quality above and beyond what the state of California requires for early childhood education licensing.

Many early education programs already participate in Quality Stars, and it's continuing to grow. By December 2015, over 300 preschools, child care, and family child care sites in Orange County will be part of Quality Stars. They are joining hundreds of early education sites across California that participate in similar quality rating and improvement systems.

High quality teachers and programs are always trying to improve. For that reason, your child's teacher may be getting extra training and you may see other people in your child's classroom who are working to support a high quality learning environment.

### Get Involved!

A high quality program encourages parents to take an active role in their child's learning. Ask your child's teacher how you can support your child's learning at home and in the classroom.

Share the story of quality! Tell your friends and family about the importance of high quality care and education. More information about Quality Stars and QualityStart OC can be found by visiting [QualityStartOC.org](http://QualityStartOC.org).



### PRESS ANNOUNCEMENT

PROGRAM NAME is proud to announce that we are a partner in QualityStart OC, a community initiative led by the Orange County Department of Education. QualityStart OC is focused on raising the quality of early childhood education programs across the county by defining quality standards, providing training for educators, raising awareness of the importance of quality, and connecting parents to quality programs.

Through QualityStart OC, PROGRAM NAME is participating in Quality Stars, a quality rating and improvement system (QRIS) that is designed to support and promote quality early learning through assessment and professional development. PROGRAM NAME's participation in Quality Stars is part of our ongoing efforts to offer the best early learning to all children in our program.

Quality early learning is an essential part of children's development from ages 0-5—the years when the brain develops more than at any other time of life. By partnering with QualityStart OC, PROGRAM NAME is preparing our children to succeed in kindergarten and beyond. To learn more, visit [QualityStartOC.org](http://QualityStartOC.org), or call PROGRAM PHONE NUMBER.

#### How to Use This Press Announcement:

Your participation in Quality Stars is something to be proud of! Spread the word about your commitment to quality by personalizing this press announcement for your program and sharing it with your community. You can copy and paste it into an email, or place it on your program's letterhead and print it out to share it.

When you use this press announcement, we recommend including both the QualityStart OC logo and your program's logo. You can download the QualityStart OC logo at [www.QualityStartOC.org](http://www.QualityStartOC.org) (link directly to page with logos).

Here are a few ideas for sharing this information:

1. **Community papers.** Reach out to local newspapers and newsletters. Share the press announcement and ask if they're interested in doing a story on QualityStart OC and your participation in Quality Stars. Offer to provide them with information on your program's experience as a participant and to connect them with QualityStart OC staff to learn more. Plus, most community papers have space for paid content. Consider running an ad in the paper that shares the above information on your Quality Stars participation.

# Educator/Parent Kits



This kit includes an all natural tote bag containing: a QualityStartOC folder, fact sheet, press release, decal, certificate, rotating message pen, star stress ball, post-it notes, and a star highlighter pen.





## **Communication to Educators, Parents and the Community:**

- ❖ Website
- ❖ QualityStart OC Launch
- ❖ Participating Providers
- ❖ Professional Development Workshops
- ❖ Leadership Academy
- ❖ District School Readiness Coordinators
- ❖ QualityStart OC ECE Conferences
- ❖ Community Partners

# QRIS Communications Strategy



## Fresno County Office of Education



*fresno county*  
*office of education*  
*Jim A. Yovino, Superintendent*

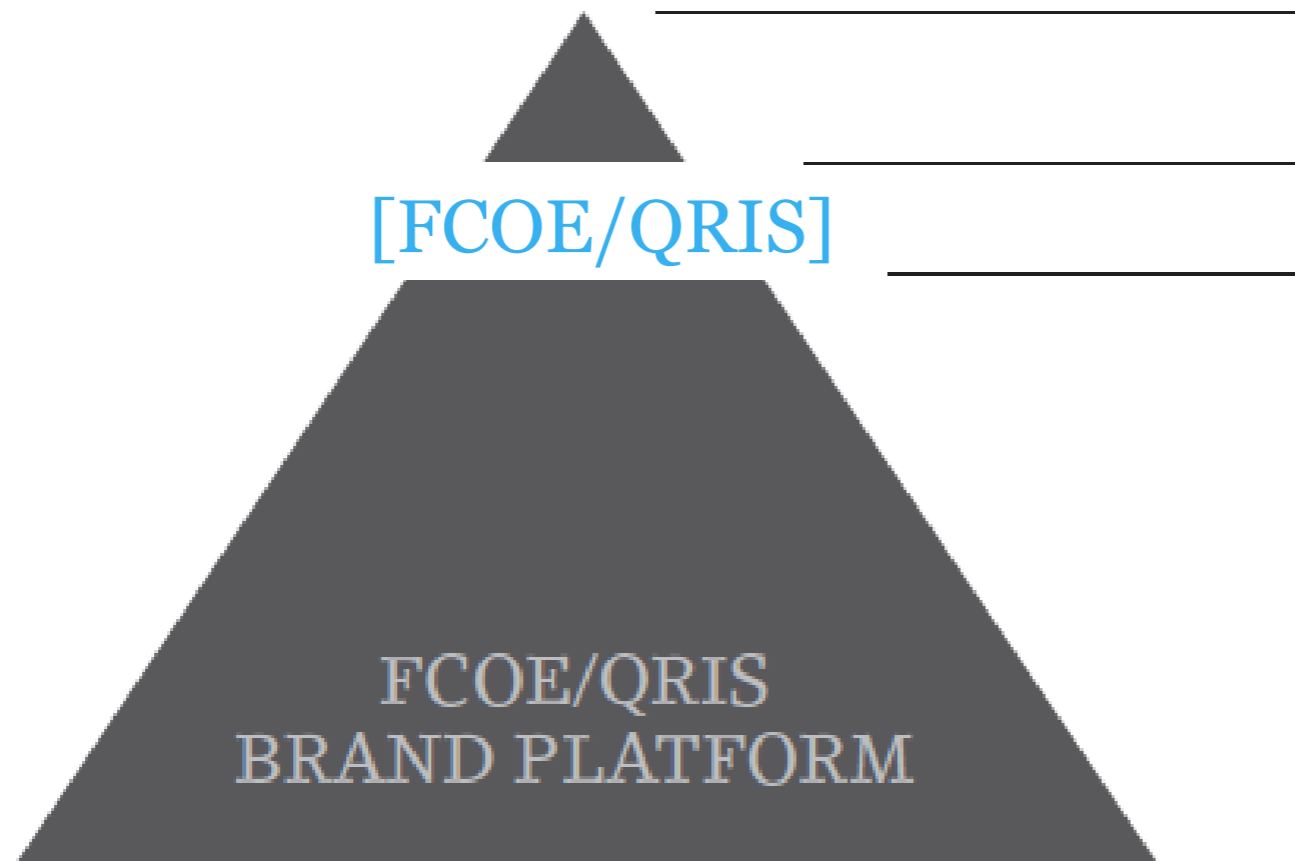




# Brand Identity

## BRAND PLATFORM IS

The foundation for  
[FCOE/QRIS]  
communications



Public interface of the brand  
(logo/website/building/people)

Brand platform helps define the  
internal activities that form the  
foundation of your brand (e.g.,  
vision, strategy, culture,  
personality, application, etc.)

# Brand Identity



*Futuros brillantes comienzan hoy*



*Bright futures begin today*



# Certificates and Badges



Bright futures begin today

This certificate is awarded to:



**Mariposa Migrant Meadows**

For your dedication to providing quality early learning

**Jim A. Yovino** Signature  
Fresno County Superintendent of Schools Date



Bright futures begin today



Proudly Showing Our Stars

[www.earlystars.org](http://www.earlystars.org)



**This site is participating in  
Early Stars**

A Quality Rating and Improvement  
System



Bright futures begin today

# Flyers



**Choosing a high quality Early Stars program means a brighter future for your child.**

### Early Stars

Congratulations on choosing an Early Stars program for your child! This means that a teacher, who pays attention to the quality level of the program offered, is caring for your child.

The Early Stars Quality Rating and Improvement System (Q.R.I.S) is an easy-to-follow 5-star system that rates the quality of your child's program. The more stars, the higher the quality.

**Quality programs offer:**

- A safe environment that was planned for a child's learning
- Teachers who have more education and training.
- Teaching through fun activities that help your child develop and learn

High quality teachers are always trying to improve. For that reason, your child's teacher may be getting extra training; therefore, you may see other people in your child's classroom to support quality.

### Quality Matters

In your child's first 5 years, the brain will develop more than at any other time of his life. That's why it's important your child gets the best education possible during these years.

**Children in quality early learning programs:**

- Will be better readers
- Will get better grades
- Are more likely to graduate high school and go to college

### Family Involvement

A high quality program encourages an active role in their child's learning. Teachers know how you can support your child at home and in the classroom.

Tell your friends and family about the importance of high quality care and education. Visit the Early Stars website ([www.earlystars.org](http://www.earlystars.org)) to locate an Early Stars program, or call the Services Network Find Care Department at (559) 443-4832. Tell them to ask for an Early Stars program so they can find the best care for their child!

Parents



**High-Quality Early Learning Improves Student Outcomes**

### Early Learning Evens the Playing Field

Research shows that high-quality early learning improves school readiness and raises performance on academic achievement tests. Although all children benefit from high-quality early learning, disadvantaged children have the most to gain because they start off school behind their more advantaged peers.

The long-term benefits of high-quality early learning, such as preschool, are significant, including:

- Reduced special education costs;
- Increased high school graduation rates;
- Reduced crime rates over time;
- Increased employment, income and tax contribution levels;
- Decreased public health care, welfare and child care expenses; and
- Reduced grade retention.

### The Need: High-Quality Early Learning in Fresno County


As educational leaders, you know that Fresno County has the highest poverty rate across all of California and childhood poverty is a consistent predictor for educational successes. According to Fresno's 2013 Kindergarten Student Entrance Profile (KSEP), only 37% of our students are ready for kindergarten when they walk through the school doors. Many of these students continue to struggle - only 46% of students are reading proficiently by the end of the 3rd grade, and over 15% of students drop out of high school.

Although KSEP also showed that children who went to preschool were twice as likely to be ready for kindergarten, only 38% of children in Fresno attend preschool. We must change that statistic and provide opportunities for all of Fresno's children to succeed in school and beyond.

Economists have found that high-quality early learning offers one of the highest returns of any public investment - more than \$7 for every dollar spent.

fresno county office of education  
1111 Van Ness Avenue, 6<sup>th</sup> Floor Towers, Fresno, CA 93721  
(559) 443-4832 | [earlystars.org](http://earlystars.org) | [estrellasjovenes.org](http://estrellasjovenes.org)

Educational Leaders



**High-Quality Early Learning Evens the Playing Field**

### Building a Strong Future

As policymakers, you understand that it's important for all children to have the best possible start in their education and their lives. Today's young children will someday become the workforce, leaders, and community members of tomorrow. That's why we must make early learning a priority - investing in high-quality early learning is investing in our nation's future.

Although all children benefit from high-quality early learning, disadvantaged children have the most to gain because they start off school behind their more advantaged peers. High-quality early learning, such as preschool, improves kindergarten readiness and raises performance on academic achievement tests in the early grades.

Other long-term benefits of high-quality early learning are significant, including:

- Reduced crime rates over time;
- Increased employment, income and tax contribution levels;
- Decreased public health care, welfare and child care expenses;
- Reduced special education costs;
- Increased high school graduation rates.

Economists have found that high-quality early learning offers one of the highest returns of any public investment - more than \$7 for every dollar spent.

### The Need for High Quality Early Learning in Fresno County & The Central Valley

Fresno County has the highest poverty rate across all of California and childhood poverty is a consistent predictor for school success. According to Fresno County's 2013 Kindergarten Student Entrance Profile (KSEP), only 37% of students are ready for kindergarten when they walk through the school doors. Many of these students continue to struggle - only 46% of students are reading proficiently by the end of the 3rd grade, and over 15% of students drop out of high school.

The good news is that the Fresno County Office of Education is changing these statistics. Through the improvement and accessibility of high-quality early learning programs, the children of Fresno County are being set on trajectories for success in school and beyond.

fresno county office of education  
1111 Van Ness Avenue, 6<sup>th</sup> Floor Towers, Fresno, CA 93721  
(559) 443-4832 | [earlystars.org](http://earlystars.org) | [estrellasjovenes.org](http://estrellasjovenes.org)

Policymakers



**Bright futures begin today**

Join Early Stars to connect with new families and increase your program quality.

### What Is It?

As an early care and education provider, the future of our communities is in your hands. Your success is not just important; it is critical. Early Stars is a first-of-its-kind program in Fresno County developed by the Fresno County Office of Education. It recognizes and supports the quality of your early care and education program while connecting parents with your services.

### Why Participate?

Early Stars is a powerful tool for early care and education educators. It provides:

- A published listing in the Early Stars online directory visited by parents and families.
- An official assessment and easy-to-understand quality rating
- Free and low cost training for quality improvement.
- A reputation for quality that comes with the Early Stars name.

### Get Started.

All licensed childcare centers, family care providers and preschools serving children from birth to age five in Fresno County are eligible to participate free of charge. The process is easy:

1. Early Stars will verify that your program is licensed and in good standing.
2. You will have access to Early Stars online where you will enter some program information.
3. An Early Stars orientation meeting will answer all your questions.
4. Your program will begin working towards your desired Early Stars rating.
5. When you are ready, Early Stars staff will visit your facility, where the elements of quality will be assessed and shared with you.
6. Your program will receive an Early Stars quality rating of 1-5 (5 representing the highest level of quality), and Early Stars will support you to increase your quality rating!

To participate, contact the Fresno County Office of Education today.  
(559) 443-4832 | [info@earlystars.org](mailto:info@earlystars.org)

fresno county office of education  
1111 Van Ness Avenue, 6<sup>th</sup> Floor Towers, Fresno, CA 93721  
(559) 443-4832 | [earlystars.org](http://earlystars.org) | [estrellasjovenes.org](http://estrellasjovenes.org)

Providers



# Website



ENGLISH | ESPAÑOL

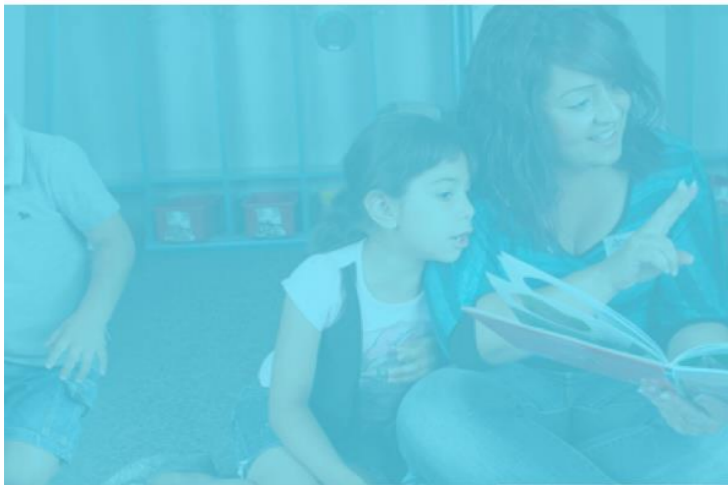
HOME

ABOUT

CONTACT

FIND CARE

## Bright futures begin today



### EDUCATORS

Early Stars offers licensed early childhood educators a clear path toward higher quality. Providers receive trainings and other ongoing support when they join the program. Children in high quality care do better in school and in life. Join Early Stars today and get your stars!



### PARENTS

Early Stars is a free service for parents of young children in Fresno County. It helps parents choose care for their children based on quality, using a star rating that is easy to understand. This includes all kinds of care, such as preschool, family childcare and center-based care.



Early Stars works to create a bright future for all children in Fresno County

# Searchable Directory



[ENGLISH](#) | [ESPAÑOL](#)

[HOME](#)

[ABOUT](#)

[CONTACT](#)

[FIND QUALITY CARE](#)

[Parents Main](#)

[Find Quality Care](#)

[Quality Matters](#)

[Choosing The Right Care](#)

[Need Help?](#)

[Have Questions?](#)

**EARLY STARS VALUES:**

*We inspire innovations*

“Children who receive high quality early education do better in reading and math and are more likely to graduate high school.”



It can take a lot of time and effort to find quality care. Early Stars is here to help.


[Search for Care](#)

**The Early Stars database**

Early Stars is your resource for early care and education quality ratings in Fresno County.



# Searchable Directory

 [Printer Friendly](#)

[< Back to Family & Child Information](#)

<b>Provider Name:</b>	Mariposa Meadows Migrant	<a href="#">View More Information on this Provider &gt;&gt;</a>	
<b>City, Zip:</b>	Fresno, 93706-3932	<b>Hours of Care:</b>	8:00 AM to 4:30 PM
<b>Cross Streets:</b>	Atchison & California	<b>Type of Care:</b>	CCC
<b>Phone Number:</b>	(559) 233-1380	<b>Early Star Rating:</b>	4
<b>License Number(s):</b>	103801594	<b>License Capacity:</b>	14

<b>Provider Name:</b>	CSUF - Joyce Huggins Early Education	<a href="#">View More Information on this Provider &gt;&gt;</a>	
<b>City, Zip:</b>	Fresno, 93740-0001	<b>Hours of Care:</b>	7:30 AM to 6:00 PM
<b>Cross Streets:</b>	Maple & Shaw/Cedar	<b>Type of Care:</b>	CCC
<b>Phone Number:</b>	(559) 278-0225	<b>Early Star Rating:</b>	5
<b>License Number(s):</b>	103801356	<b>License Capacity:</b>	28
	103801358		72
	103801357		24





# Lessons Learned





Questions?







**Thank you!**