



## 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

# 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

# ABOUT GEEARS



## GEEARS: Georgia Early Education Alliance for Ready Students



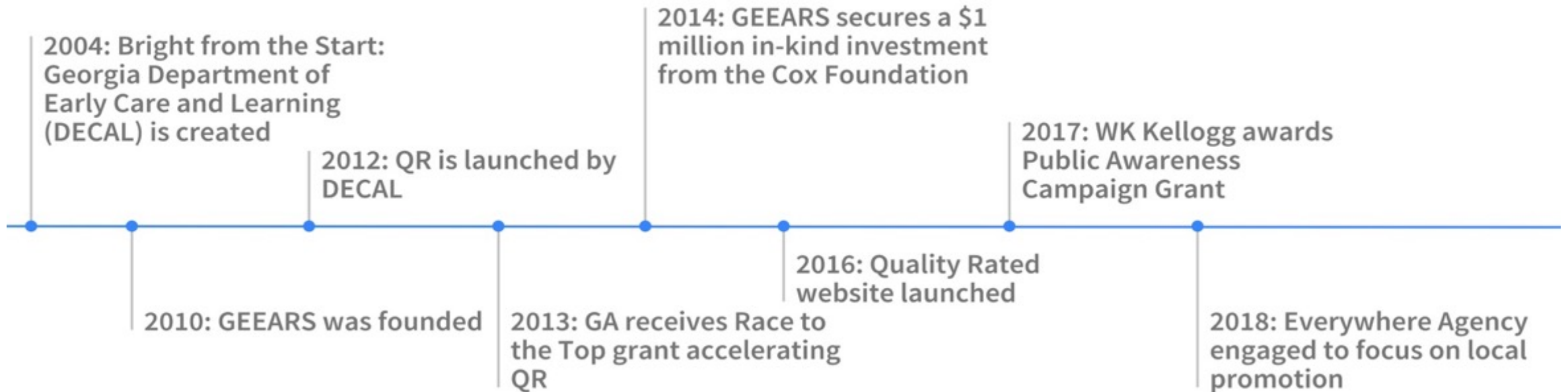
**Our Mission:** To support high-quality early learning and healthy development for Georgia's youngest children, from birth to five by championing policies, promoting innovative and evidence-based practices and building public will.

To learn more, visit [gears.org](http://gears.org)

# HISTORY AND CAMPAIGN TIMELINE



# Campaign Timeline





# 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?*

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

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.*

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

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