

# PROVIDER PARTICIPATION



# As of August 15, 2019

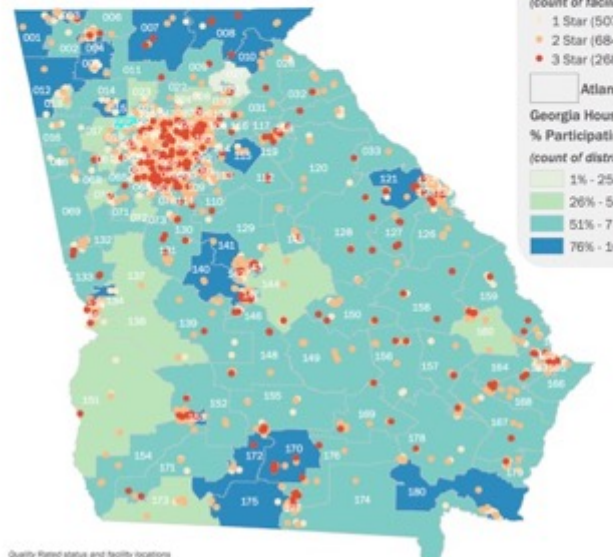
**Of 4,661 eligible programs, 1,834 are rated**

- 39% star rated
  - 22% 3 stars
  - 51% 2 stars
  - 28% 1 star
- 35% in process
- 26% not yet participating

# Participation by Legislative Districts

## QUALITY RATED Rated Facilities & Participation Rates by Georgia House District

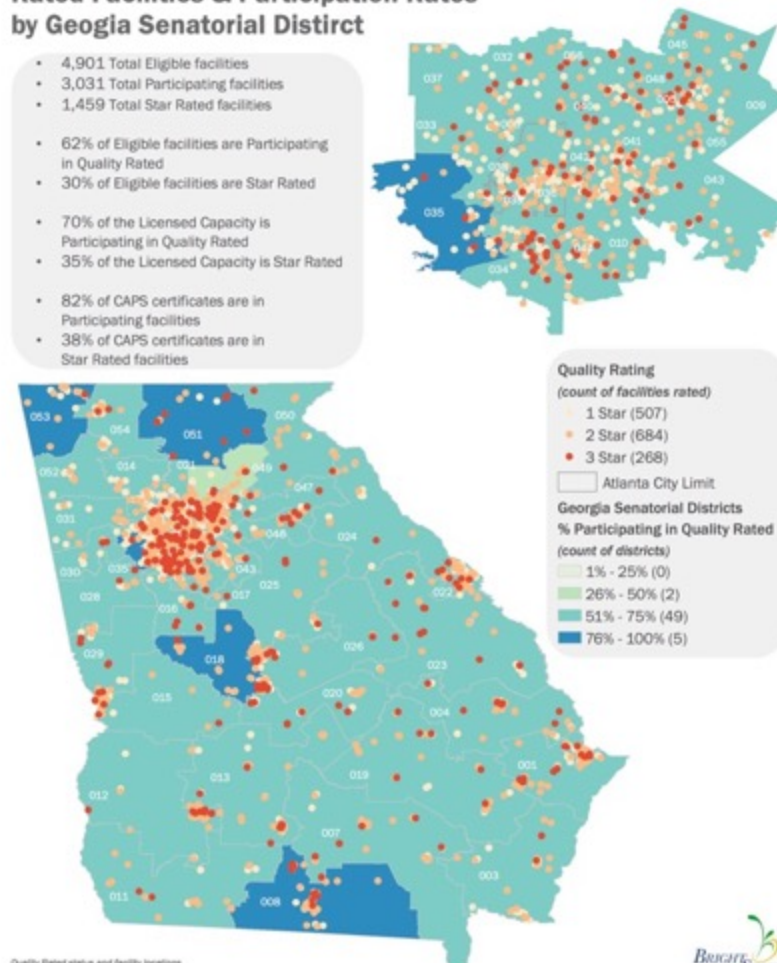
- 4,901 Total Eligible facilities
- 3,031 Total Participating facilities
- 1,459 Total Star Rated facilities
- 62% of Eligible facilities are Participating in Quality Rated
- 30% of Eligible facilities are Star Rated
- 70% of the Licensed Capacity is Participating in Quality Rated
- 35% of the Licensed Capacity is Star Rated
- 82% of CAPS certificates are in Participating facilities
- 38% of CAPS certificates are in Star Rated facilities



Quality Rated status and facility locations are current as of January 2, 2017.  
Source: GA DECAL

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# 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



## 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.



## Incentives to Build Quality

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



## 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



## Local Influencers a Key to Sustainability

Sustainable local approach to promoting Quality Rated to parents



## Positive Messaging

Optimistic messaging has greater impact on target audiences, especially parents



## Communication Strategy Development

Built communications focused capacity, set strategy, make important branding decisions, and create original content.



## Sharing Best Practices Nationally

Leaders in other states trying to establish uptake of Early Learning Quality are noting the QR development

**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!





# Contact Information

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# Social Media

 @GEEARS @Quality\_Rated

 /GEEARS /QualityRated

 @gearlyed @qualityrated

 GEEARS: Georgia Early Education Alliance for Ready Students

# For More Information

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BUILD Initiative

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QRIS National Learning Network

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