

Rank these materials and strategies at <https://www.surveymonkey.com/r/7X7GR92>

Materials for Families	
Current System	Workgroup feedback, suggestions for new system
<ul style="list-style-type: none"> <li>Window clings for programs to display on their front door/window</li> </ul>	<ul style="list-style-type: none"> <li>“My center is a quality center, ask me how!” window decals, etc.</li> </ul>
<ul style="list-style-type: none"> <li>Flags for programs to display outside of their facility</li> </ul>	
<ul style="list-style-type: none"> <li>Brochures</li> </ul>	
<ul style="list-style-type: none"> <li>Bookmarks</li> </ul>	
<ul style="list-style-type: none"> <li>Posters for providers</li> </ul>	
<ul style="list-style-type: none"> <li>Window clings for families</li> </ul>	<ul style="list-style-type: none"> <li>Bumper stickers or car magnets</li> <li>STARS Alumni vanity license plates</li> </ul>
<ul style="list-style-type: none"> <li>On-hold messages for CCISs</li> </ul>	
<ul style="list-style-type: none"> <li>PA Promise PSAs</li> </ul>	<ul style="list-style-type: none"> <li>advertising on bus stops, buses, train stations</li> </ul>
<ul style="list-style-type: none"> <li>PA Promise infographics</li> </ul>	<ul style="list-style-type: none"> <li>digital advertising (ads appearing on facebook, google search, other websites)</li> </ul>
<ul style="list-style-type: none"> <li>Template letters, flyers and newsletter articles for providers to customize and use with families when they join STARS, move up a STAR level, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Centers access promotional materials that staff can share with families: t-shirts, stickers, book bags. Either provided by OCDEL or available for sale on a website.</li> </ul>
<ul style="list-style-type: none"> <li>Parent and child certificates</li> </ul>	<ul style="list-style-type: none"> <li>Create a STARS store where people can purchase promotional items</li> </ul>

Strategies for Reaching Families	
Directly to Families	
Current System	Workgroup feedback, suggestions for new system
<ul style="list-style-type: none"> <li>COMPASS provider search – <a href="http://www.findchildcare.pa.gov">www.findchildcare.pa.gov</a></li> </ul>	<ul style="list-style-type: none"> <li>A site that has everything you need where families can post and read reviews</li> </ul>
<ul style="list-style-type: none"> <li>PA Promise for Children website, <a href="http://www.papromiseforchildren.com">www.papromiseforchildren.com</a>, and social media</li> </ul>	

Strategies for Reaching Families	
Directly to Families	
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<ul style="list-style-type: none"> <li>Early Learning GPS website and app, <a href="http://www.earlylearninggps.com">www.earlylearninggps.com</a></li> </ul>	
	<ul style="list-style-type: none"> <li>Bookmobile with info on STARS</li> <li>Text alerts</li> </ul>

Through partners/providers:	
Current System	Workgroup feedback, suggestions for new system
<p>Training:</p> <ul style="list-style-type: none"> <li>STARS directors and administrators can take the free 1 hr online PD (for PQAS credit) "Using Keystone STARS to Market your Program to Families" and receive free window clings from the Regional Key they can give to families. Staff may also take a similar PD "Promoting Keystone STARS to Families". Both online courses are offered in the PD Registry.</li> <li>New face-to-face PD now available – "Engaging Families to Support Quality Early Learning" helps providers show and tell quality to families.</li> <li>Providers can take 15-20 minute Virtual Guides on Talking to Families about Quality, Making the Case, etc on the STARS Marketing and Outreach Tools web page.</li> </ul>	
<ul style="list-style-type: none"> <li>CCIS agencies provide information to families when they apply for subsidy</li> </ul>	<ul style="list-style-type: none"> <li>Talking points for CCISs. Though there is an expectation that CCISs share information about Keystone STARS, how each office accomplishes that varies from office to office.</li> </ul>

Through partners/providers:	
Current System	Workgroup feedback, suggestions for new system
	<ul style="list-style-type: none"> <li>• More state-level collaboration between agencies (WIC, DHS, etc)</li> </ul>
<ul style="list-style-type: none"> <li>• After designation, Regional Keys give providers a STARS Marketing packet with               <ul style="list-style-type: none"> <li>○ Make your STARS Shine flyer;</li> <li>○ STARS Marketing and Outreach Resources flyer;</li> <li>○ Show and Tell! Site Visit Checklist;</li> <li>○ STARS bookmarks, posters and brochures; and</li> <li>○ STARS flags (for STAR 2, 3 and 4 programs).</li> </ul> </li> <li>• STARs providers may request additional free brochures, posters and bookmarks from the Regional Key</li> <li>• STARs providers may access templates, logos and other marketing and outreach tools on the PA Key website, <a href="http://www.pakeys.org/pages/get.aspx?page=STARS_outreach">http://www.pakeys.org/pages/get.aspx?page=STARS_outreach</a></li> </ul>	<ul style="list-style-type: none"> <li>• Ask families in quality centers to reflect back on the process, why did they enroll, what did quality mean to them at the beginning? What does it mean to them now?</li> <li>• Use parent ambassadors to talk to neighbors at non ECE events</li> </ul>
<ul style="list-style-type: none"> <li>• some STARS providers include a Keystone STARS brochure in their intake packet</li> </ul>	<ul style="list-style-type: none"> <li>• STARS folder for families that providers can use as their intake packet</li> </ul>
<ul style="list-style-type: none"> <li>• Community Innovation Zones and LEARN teams distribute information to other organizations serving families in their communities. May also have parent cafes and parenting workshops.</li> </ul>	<ul style="list-style-type: none"> <li>• Give updated resources about quality child care to human resource departments of companies.</li> <li>• Using local celebrities to promote quality childcare/ Keystone STARS.</li> <li>• Using mayors and state reps to promote quality childcare in their area.</li> <li>• Using realtors to promote the quality childcare by the home they are selling.</li> <li>• Put information on shopping carts (the child seat) and bus stops. GIANT grocery stores are all over the state, we should try to make a deal with them to display Keystone STARS logo on the child seat slots.</li> <li>• Popular statewide convenience stores have STARS materials available.</li> </ul>

Through partners/providers:	
Current System	Workgroup feedback, suggestions for new system
	<p>(Turkey Hill, Sheetz, Wawa)</p> <ul style="list-style-type: none"> <li>• Keystone STARS information printed on receipts.</li> <li>• Give updated resources about quality child care to human resource departments of companies.</li> <li>• Using WIC as the communication vehicle.</li> </ul>
<ul style="list-style-type: none"> <li>• Department of Corrections has developed materials about choosing quality early learning which are displayed in visiting areas in every state corrections facility.</li> </ul>	<ul style="list-style-type: none"> <li>• Give information to individuals completing the civil service exams.</li> </ul>
<ul style="list-style-type: none"> <li>• NW Regional Key has facebook groups for moms and families for some of their counties, ex. Erie moms facebook group</li> </ul>	