

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

Materials for Providers	
Current System	Workgroup feedback, suggestions for new system
<ul style="list-style-type: none"> • Postcards about benefits of joining STARS (distributed by RKs, cert reps, various community events with the regions) 	<ul style="list-style-type: none"> • Welcome packet for providers including <ul style="list-style-type: none"> ○ letter from the governor, secretaries ○ Poster ○ banner, flag for outside the building ○ promotional materials for families ○ window cling
<ul style="list-style-type: none"> • Flyers about the benefits of joining STARS (distributed by RKs, cert reps, various community events with the regions) 	
<ul style="list-style-type: none"> • Flyers encouraging Head Start and pre-k programs to join Keystone STARS (OCDEL) 	
<ul style="list-style-type: none"> • Southeast Regional Key has created several flyers to promote the benefits of STARS PD/TA 	
<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • Template recruiting materials that Regional Keys, CCIS, child care certification reps, AEYCs can customize and share including <ul style="list-style-type: none"> ○ A standard powerpoint for provider meetings ○ One pager ○ social media posts ○ video clips of provider, family stories • Sharing all marketing materials, share them electronically. • Use Google docs for flyers and make it public • Window clings, banners • Billboards (for providers and families)

Strategies for Recruiting Providers	
Directly to Providers	
Current System	Workgroup feedback, suggestions for new system
<ul style="list-style-type: none"> Child Care Orientation includes brief information on Keystone STARS – Some Regional Key staff attend to do short overview about STARS 	<ul style="list-style-type: none"> Include STARS materials, other information and TA materials about child development, curriculum, etc.
<ul style="list-style-type: none"> Child care certification reps conduct annual inspections, may talk about Keystone STARS during inspections 	<ul style="list-style-type: none"> Collaborate with certification staff and STARS Specialists to go out together to sites to validate the connection between the two entities. Better education of Certification reps on Keystone STARS
<ul style="list-style-type: none"> Child Care Certification listserv (mostly about certification, can promote Keystone STARS) 	<ul style="list-style-type: none">
<ul style="list-style-type: none"> PA Early Education E-News 	<ul style="list-style-type: none">
<ul style="list-style-type: none"> PA Key website, www.pakeys.org 	<ul style="list-style-type: none">
<ul style="list-style-type: none"> DHS website, www.dhs.pa.gov 	<ul style="list-style-type: none">
<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> Social media: intentional use, scheduled use; cross pollinate this information with face-to-face meetings. Schedule social media messaging (some use Hootsuite and Buffer). Facebook ads to raise awareness of all recruiting strategies and updates
<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> Create mobile app to access all OCDEL programs
<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> Explore visual public communication such as postings at grocery stores, bus stops, subways, on receipts at convenience stores (Wawa and Sheetz). Needs to be multiple ways, a bombardment of information with it appearing at multiple places.
<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> Make information convenient to locate: one central, easily remembered website with links to other entities for sub-topics. Perhaps use www.sharedsourcepa.org Alert system for new information on the website
<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> Explore use of television campaign about STARS and quality.

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<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • Coordinate paper communication with personal communication: create a relationship and one-on-one communication

Through partners/providers:	
Current System	Workgroup feedback, suggestions for new system
<ul style="list-style-type: none"> • CCISs discuss STARS with new providers when they sign the CCIS agreement 	
<ul style="list-style-type: none"> • CCISs send monthly communications to child care providers with CCIS contracts; CCIS use Regional Keys' flyers 	<ul style="list-style-type: none"> • Use CCIS provider meetings. • Use CCIS to distribute flyers • Information on CCIS mailings emphasizing benefits to moving up a STAR level.
<ul style="list-style-type: none"> • Regional Keys receive monthly new provider report from OCDEL (pulled from PELICAN) for Regional Keys to contact new providers, promote STARS 	<ul style="list-style-type: none"> • Regional Keys routinely talk about STARS at all stakeholder meetings.
<ul style="list-style-type: none"> • Each Regional Key has a newsletter listserv for providers in their region 	<ul style="list-style-type: none"> •
<ul style="list-style-type: none"> • Social media – NW Regional Key frequently uses their twitter and Facebook for important STARS updates and reminders. 	<ul style="list-style-type: none"> •
<ul style="list-style-type: none"> • OCDEL/Regional Keys manage Peer Mentoring Start Up Technical Assistance 	<ul style="list-style-type: none"> • Enlist providers in recruiting new providers to Keystone STARS; use incentives such as free professional development, discounts on materials, etc. • Program “peer mentoring” for new providers.
<ul style="list-style-type: none"> • LEARN Partners can promote Keystone STARS. LEARN leads are very important to communications since they 	<ul style="list-style-type: none"> •

Through partners/providers:	
Current System	Workgroup feedback, suggestions for new system
meet fact-to-face with providers in county specific situations.	
<ul style="list-style-type: none"> SW Regional Key offers Course “Ask the Experts: DHS and STARS Align,” CODE CF.ATEDHSASTARSA.F 	<ul style="list-style-type: none">
<ul style="list-style-type: none"> Race to the Top-Early Learning Challenge Grant has incentive plan for family, friend and neighbor providers to become certified and join STARS 	<ul style="list-style-type: none">
<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> Regional Keys hold mini conferences in partnership with certification.
<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> Include information on STARS on school district websites
<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> Promote STARS on other partners’ websites and provide link to PA STARS site, like Head Start and Better Kid Care, Dept. of Education. (Already included in PA Head Start site.)
<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> Distribute information at family events in the region.
<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> Develop a system for engaging local legislators in spreading the word.
<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> Partners: provide them with materials; give them ideas about opportunities to talk about STARS, offer them training. Ask for their feedback and information on how they have communicated about STARS.
<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> maximize SharedSourcePA.org, redesign PA Key site so everything is in one place (already doing)