

# **QR10 Anniversary Social Media Toolkit Materials**

## Logos & Graphics

*A Decade of Stars*  
2012-2022



*A Decade of Stars*  
2012-2022



# Quality Rated's 10th Anniversary



## We're Celebrating!

DECAL is hosting statewide events to commemorate  
The First 10 Years of Quality Rated Child Care:  
*A Decade of Stars*

#DecadeOfStars



**Georgia Dept  
of Early Care  
and Learning**  
BRIGHT FROM THE START

## Kids are a mystery.



*A Decade of Stars  
2012-2022*



## Finding quality child care doesn't have to be.

# Virtual Backgrounds





# Printed Materials

## QR10 ANNIVERSARY TALKING POINTS

### About Quality Rated (QR)

- 10 Years ago, Georgia's Department of Early Care and Learning (DECAL) started Quality Rated (QR). In this time period, thousands of providers have achieved a 1, 2, or 3 star rating – thus creating a “Decade of Stars”.
- QR is Georgia's quality rating and improvement system (QRIS). A QRIS is a systemic approach to assess, improve, and communicate the level of quality in early childhood and education programs.
- The purpose of a QRIS is to encourage and support child care providers in increasing the level of quality they offer AND to help families make informed decisions about where to enroll their child(ren) in child care.
- As a QRIS, Quality Rated uses a 1-,2-,3-star rating system to determine and communicate the quality of care provided by child care programs in Georgia. The system is analogous to the Olympic Games that award bronze, silver, and gold medals.
- The QR star rating has become the brand that symbolizes ECE excellence in GA
- A QR star rating gives parents confidence that their children are receiving high-quality care and education.
- QR has motivated thousands of providers to strengthen their program and deliver the high-quality care and education that has put so many youngsters on the path to future academic success and social-emotional well-being.
- As of August 15, 2022, more than 2,850 child care providers in Georgia are Quality Rated. Of this group, 19% are 3 stars, 44% are 2 stars, and 37% are 1 star.
- As of August 15, 2022, 93% of the 67,350 young learners with Childcare and Parent Services (CAPS) Scholarships are being cared for and educated at Quality Rated providers.

### About the QR Class of 2012

- As part of Quality Rated's “Decade of Stars” 10th Anniversary celebration, the Georgia Department of Early Care and Learning (DECAL) has identified 126 child care providers as the “Class of 2012”.
- The Class of 2012 is made up of providers who are being recognized because of their unique status as early adopters of Quality Rated and are still rated 10 years later.
- The 126 providers in the Class of 2012 have been singled out for:
  - being founding members and pioneers of Georgia's Quality Rating and Improvement System by being among the first group to participate in the Quality Rated process when the program launched in 2012
  - for earning a 1-, 2-, or 3-star rating by July 2013
  - for maintaining a star rating continually over the past 10 years.
- DECAL will honor the Class members during statewide Anniversary celebrations

## About All QR Providers

- QR providers meet the standards set by DECAL for high-quality ECE that exceed state health and safety requirements
- By participating in QR, child care providers make a commitment to work continuously to improve the quality of care they provide to children and families. All Quality Rated providers, regardless of their star rating, have demonstrated a commitment to achieve levels of quality above the state licensing requirements.
- To earn a Quality Rated 1-, 2-, or 3-star rating, a provider must meet rigorous requirements that exceed state licensing standards.
  - They demonstrate their commitment to improved standards in their child care program's structural quality by submitting an online portfolio with evidence of qualified administrators and staff; high standards for child physical, emotional, and developmental well-being; robust family engagement activities, intentional teaching practices, and improved child-teacher ratios.
  - Applicants must also show that they adhere to high process quality standards during on-site program assessments that are conducted by credentialed Quality Rated assessors. During the observation visits, the assessors evaluate the quality of teacher-child interactions; the accessibility of materials and equipment; and the physical layout of the classroom or family child care learning home.
- DECAL considers all QR providers to be partners in the agency's mission to ensure that every child in Georgia has access to high-quality early care and education regardless of family income or location.

## About the QR Team

- The QR Team assesses each early care and learning provider individually.
- Georgia is one of the few states that continued rating providers during the pandemic. The QR Team didn't blink or let the pandemic stop them when the state of emergency was declared in Georgia in March 2020. During a time of great challenge for providers and the ECE industry, GA's QR Team not only persevered; they innovated
- As evidence of the remarkable effectiveness of these temporary QR system modifications, the number of star-rated providers has grown by an impressive 41% during the pandemic.

**QUALITY RATED'S 10TH ANNIVERSARY**  
**Regional Celebrations**



*A Decade of Stars*  
2012-2022

**10 QUALITY RATED CHILD CARE**  
www.QualityRated.org

**October 24 – Dalton**  
Whitfield Career Academy  
2300 Maddox Chapel Road NE  
Dalton, GA 30721  
*Doors Open at 11:00 a.m.*

**November 18 – Metro Atlanta**  
Georgia Piedmont DeKalb Conference Center  
495 North Indian Creek Drive  
Clarkston, GA 30021  
*Doors Open at 8:00 a.m.*

**December 9 – Valdosta**  
Wiregrass Georgia Technical College - Sidney & Sharon Morris Hall  
4089 Val Tech Road  
Valdosta, GA 31602  
*Doors Open at 11:00 a.m.*

## QR10 ANNIVERSARY: TIMELINE OF KEY DATES IN QR HISTORY

- **2000–2004:** Georgia Early Learning Initiative/Smart Start Georgia explored and implemented a quality rating and improvement system (QRIS) with statewide initiatives (training and substitute teacher program) and pilot initiatives (technical assistance and increased CAPS subsidies). Included in this initiative was Standards of Care (SOC), which served as a pilot for a quality rating system. The centers and family homes were rated and the outcomes of their ratings allowed them to receive incentives in the form of partial subsidy reimbursements and a designation for marketing purposes. The tiered subsidy reimbursements were very popular but, ultimately, were too expensive under the Smart Start Georgia structure to be implemented statewide. Important lessons were learned, however, that informed future work that ultimately led to development of Quality Rated.
- **2004–2006:** DECAL staff conducted extensive research on elements of a QRIS and various state systems. Staff visited OK, KY, and NC.
- **September 2006:** Georgia stakeholders began gathering to design a systematic approach to enhancing the quality of Georgia’s early care and education system. Facilitated by DECAL, the discussions brought together diverse voices to inform the development of a QRIS in Georgia. The group included Quality System Indicators (QSI) Committee, QSI School-Age Care Subcommittee, QSI State Review Committee, National Advisory Panel, researchers from Frank Porter Graham Child Development Institute at University of North Carolina at Chapel Hill (FPG). Throughout the process leading up to QR launch, stakeholders were updated on the progress.
- **Sept 2006–April 2007:** QSI Committee developed Georgia’s Standards and Indicators
- **2007:** Professional Standards Commission approved the Birth through Five Teacher Certification.
- **2007:** Georgia Senate convened a committee to report on the quality of child care in the state.
- **June 2007:** QSI State Review Committee met to recommend refinements to the standards and indicators and identify measurement tools.
- **September 2007:** National experts reviewed the standards and indicators from a wholistic systemic approach.
- **October 2007–March 2008:** FPG did a field test to determine the feasibility of using the standards and indicators to rate child care programs. [FPG Field Test Feasibility Project]
- **July–August 2008:** FPG issued 4th Edition & Measurement Version of Standards and Indicators
- **September 2008–December 2010:** The FPG Quality Study of child care centers, family child care learning homes, and Georgia’s Pre-K Programs was conducted.
- **2008:** Economic Impact and Workforce Development Child Care Study completed by GSU and UGA
- **2010:** Georgia Early Education Alliance for Ready Students (GEEARS) established with a primary charge to increase the public’s awareness and support of early childhood education in Georgia.
- **October 2010–June 2011:** Environment Rating Scales (ERS) training and reliability testing conducted for DECAL QR staff and CCR&Rs
- **November 2010:** Quality continuum focus groups conducted with Georgia Child Care Resource and Referral agencies (CCR&Rs)



- **2011:** DECAL engages GEEARS to partner in promoting high-quality early education with the goal of building public will and support. The effort includes branding and logo design; a survey of parents to assess needs, preferences, and knowledge about child care; and focus groups with parents, providers, and local business partners to test the messaging
- **2012: DECAL launches Quality Rated, a tiered rating system to improve the quality of providers and also help families easily identify quality through a “star system” (that is, a system where one to three stars are used to designate the level of quality, with one being the lowest and three being the highest)**
- **2012:** DECAL and GEEARS utilize \$600,000 in federal American Recovery and Reinvestment Act (ARRA) funding to conduct a statewide public education campaign consisting of message development, advertising, and public relations efforts. The campaign targeted low-to-middle income parents of children ages birth to 5.
- **SEPTEMBER 2012:** QR awards its First Star Rating [JUSTUS KIDZ, FCCLH, BUFORD, 2 STARS]
- **OCTOBER 2012:** QR awards its First 3-Star Rating to a FCCLH [EXPLORATION CHRISTIAN ACADEMY, LAWRENCEVILLE]
- **DECEMBER 2012:** QR awards its First Star Rating to a CCLC [KID’S WORLD LEARNING CENTER, STATESBORO, 2 STARS]
- **2013:** Georgia is one of six states awarded a US Dept of Education Race to the Top—Early Learning Challenge grant created to catalyze national efforts around quality improvement; the grant totals \$51.7 million
- **2013** DECAL begins publishing the initial rating results of QR providers
- **JANUARY 2013:** QR awards First 3-Star Rating to a CCLC [FIRST BAPTIST CHURCH OF ELLIJAY WEEKDAY PROGRAM]
- **2014:** Nearly 400 of the 5,400 child care providers in GA were star-rated
- **MARCH 2015:** QR rates its 500th provider [ESPECIALLY FOR KIDS CHRISTIAN ACADEMY, RIVERDALE, GA]
- **2016:** Current designs, photography, and promotions for the multimedia campaign created; culminating in the launch of the QR website [qualityrated.org]
- **MAY 2016:** QR rates its 1000th provider [THE CREATIVE COMFY DAY SCHOOL @ LYNN'S HOUSE, DECATUR, 3 STARS]
- **2017:** DECAL commissions Child Trends to conduct a validation study to assess the effectiveness of QR
- **2019:** DECAL publishes the final validation study report. The overall results confirm the effectiveness of QR in assessing, improving, and communicating the level of quality in participating CCLCs and FCCLHs that provide early care and education programs for Georgia children and their families.
- **2022: QR celebrates its 10th anniversary**

## Social Media Posts

*A Decade of Stars*  
2012-2022



Happy 10th Anniversary @Quality\_Rated!!!

Since 2012, QR has been an independent, trustworthy resource from @GADeptEarlyCare to help Georgia families find high-quality child care and Pre-K programs.

Learn more at [www.QualityRated.org](http://www.QualityRated.org). or call 1-877-ALL-GA-KIDS for personalized help.  
#DecadeOfStars #QR10

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Happy 10th Anniversary @Quality\_Rated!!!

A star rating gives families confidence that @GADeptEarlyCare has verified that the provider is committed to giving children the environment and experience that are best for their development.

Find star-rated care in your area at [www.QualityRated.org](http://www.QualityRated.org). or call 1-877-ALL-GA-KIDS for personalized help. #DecadeOfStars #QR10

***A Decade of Stars***  
**2012-2022**



Happy 10th Anniversary @Quality\_Rated!!!

Since 2012 QR has given Georgia families high-quality child care options.

Find star-rated child care in your area at [www.QualityRated.org](http://www.QualityRated.org). or call 1-877-ALL-GA-KIDS for personalized help. #DecadeOfStars #QR10

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Happy 10th Anniversary @Quality\_Rated!!!

Thanks to you, finding high-quality child care in Georgia doesn't have to be a mystery.

Watch the QR video at <https://youtu.be/q8FmIV3-i7s>

Find star-rated child care in your area at [www.QualityRated.org](http://www.QualityRated.org). or call 1-877-ALL-GA-KIDS for personalized help. #DecadeOfStars #QR10

**A Decade of Stars**  
**2012-2022**



Happy 10th Anniversary @Quality\_Rated!!!

Since 2012, the best child care choices are @Quality\_Rated. Families can find high-quality child care in their area at [www.QualityRated.org](http://www.QualityRated.org). or call 1-877-ALL-GA-KIDS for personalized help.

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Happy 10th Anniversary @Quality\_Rated!!!

Thanks for being a trustworthy source for finding high-quality child care since 2012. Families can learn more at [www.QualityRated.org](http://www.QualityRated.org). or call 1-877-ALL-GA-KIDS for personalized help. #DecadeOfStars #QR10