

# **Don't Shoot the Messengers- Make them Effective!**

**June 25, 2019**

**8:30am - 12:00pm**

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**Kevin Dieterle, Program Officer, First 5 LA**





# Agenda

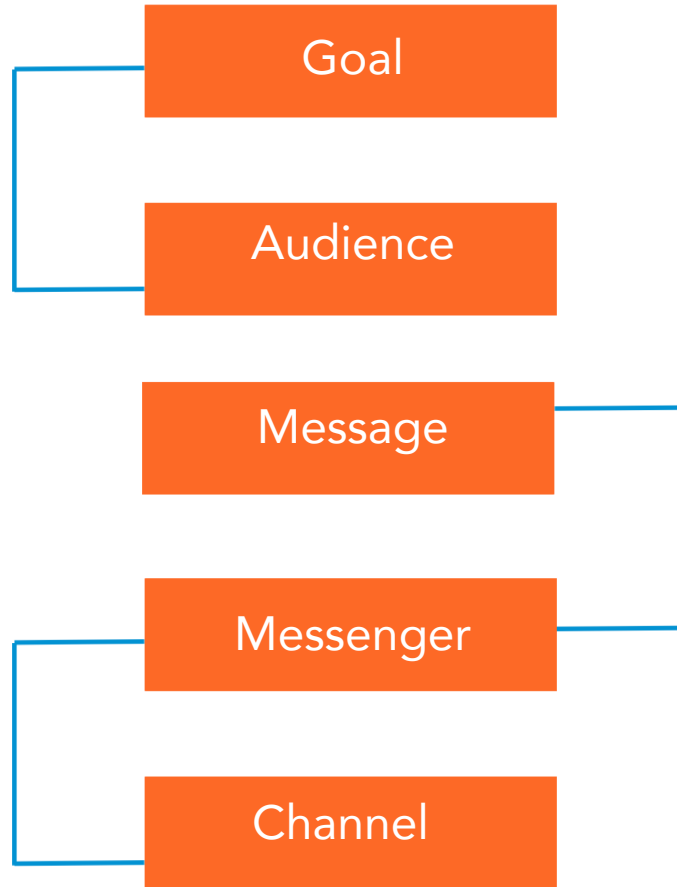
- I. Setting the Stage
- II. Developing the Right Messages
- III. Workshop QRIS Messages

*15 Minute Break*

- IV. Build Effective Messengers
- V. Workshop QRIS Messengers
- VI. Pull It All Together



# Setting the Stage



**Develop the  
Right  
Messages...**

**& Get Them  
Approved.**

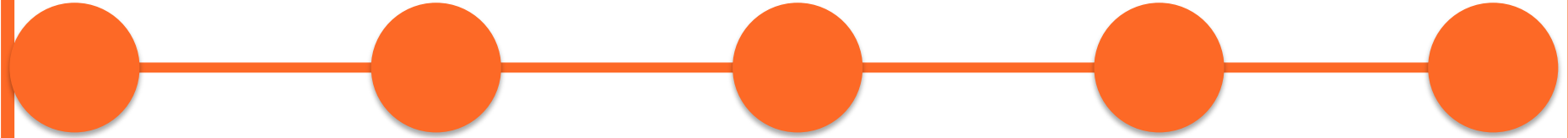


# QRIS Goals, Audiences & Messages Change Over Time

Development

Operations

Growth



Infancy

Refinement



# QRIS Audiences – The 5 Ps

Partners

Providers

Parents

Policymakers

Public



# Getting to Know Your Audience

## If you want to know – ask!

- Surveys
- Social media
- Focus groups
- Interviews
- Open dialogue

## Analyze & share results



# Developing Key Messages

- Concise
- Strategic
- Relevant
- Compelling
- Shared
- Simple
- Memorable
- Real
- Tailored

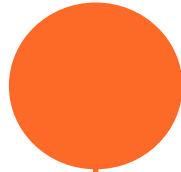




# Message Approval

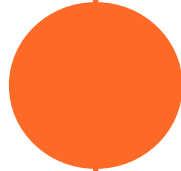
Sign-off Touchpoints

Content & design phases

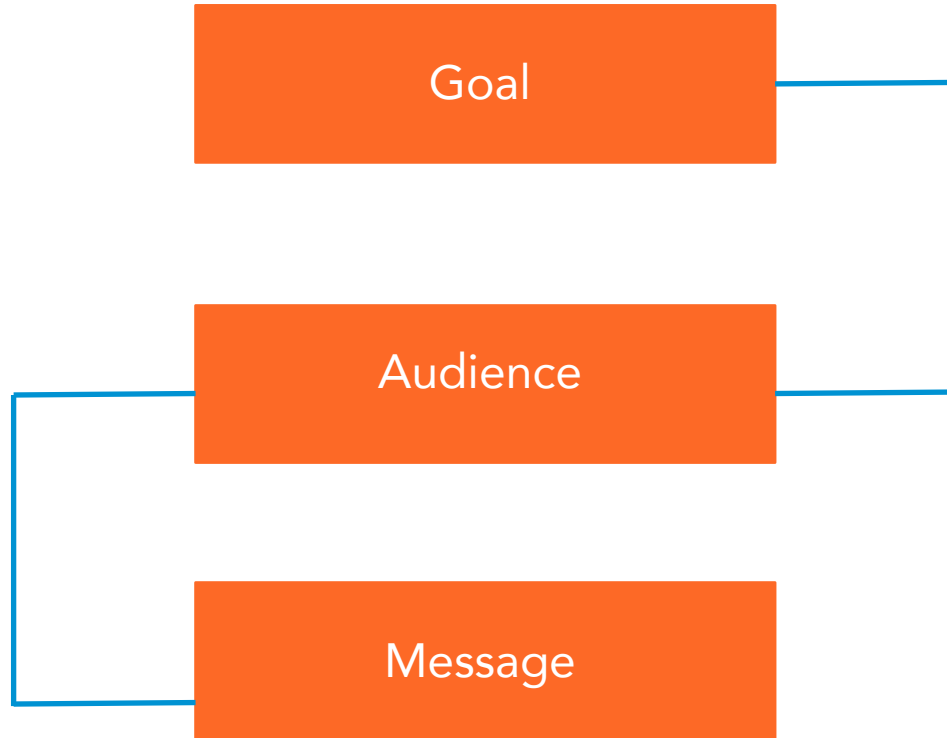


Internal Buy-In

Invite key stakeholders to contribute as early as possible



# Example



# Putting It into Practice

Audience Research



Set Vision

- Developed by partner stakeholder group with leadership at the table

Develop Messages  
& Common Vernacular



# QSLA Vision Setting



## K-12 SYSTEM



"The early learning community is critical to the success of our students. Our Kindergarten teachers and elementary school principals regularly meet with early learning directors and teachers as partners in our children's education."

## HIGHER EDUCATION



"More and more of our students are studying early childhood education because they know the impact it has on a child's life and that it will lead to a rewarding career. We have incorporated the QRIS and its tools in our core coursework. Our students will be ready for employment in one of the many high quality early learning programs."

## POLICYMAKERS



"I understand the value of investing in quality early education and the QRIS as an organizational framework to measure and promote quality. The successful implementation of QRIS has made a big difference in our state already. We want to ensure that all Californian families have access to affordable quality early learning."

## IMPLEMENTERS



"We have seen our hard work pay off. Los Angeles County's QRIS has been informed by the latest local, regional, state, and national learning and expertise. Throughout Los Angeles, QRIS is implemented in a way that makes sense for families, educators, and the early childhood system as a whole. Our local and state policy makers support QRIS using the priorities we have developed."

## CHILDREN



"My teachers are awesome! They take good care of me while I am not with my family. I get to play, learn new things, and do fun activities with my friends. I can't wait to keep learning in kindergarten!"

## PARENTS



"I know why quality early learning care matters and how to find it. Our child is happy. His teacher is easy to talk to and provides activity ideas for me to do with my son at home. I want all families in our county to have this experience."

## EARLY EDUCATORS



"The children I teach are sunshine in my life and I look forward to each day. I enjoy working with parents to support each child's needs. My knowledge, experience and career is valued and rewarded. I have been able to develop the skills I need to make a meaningful difference in my students' lives. I'm proud to work at a high-quality program."



# QSLA Audience Research



- Landscape analysis
- Electronic surveys
- Bilingual focus groups
  - Providers & families
- Stakeholder interviews



# QSLA Communications and Marketing Plan

Collaborative effort by a Marketing & Communications Committee with representatives from each partner agency.

Formally adopted by QSLA Leadership Committee.



# QSLA Audience Research



## 1 LA County provides a large and engaged audience for early care and education on a state and national level.

- A. **OPPORTUNITY:** The reach of QSLA's message is broad and can reverberate throughout the country.
- B. **CHALLENGE:** The messaging will need to reach a large audience and must be impactful across various demographic groups.

## 2 The importance of quality care is not readily communicated to parents in LA County.

- A. **OPPORTUNITY:** Early educators can be ambassadors of QSLA to parents and parents can then be ambassadors to the broader community.
- B. **CHALLENGE:** There is a need to enhance provider capacity to allow them to participate in QSLA and have capacity to engage in outreach efforts.

## 3 There is noticeable alignment between the priorities of parents and how QRIS measures quality.

- A. **OPPORTUNITY:** QSLA can leverage this to position itself as the voice on quality, and in doing so, better support parents of young children.
- B. **CHALLENGE:** Since many parents are unfamiliar with the concept of quality as currently described by QRIS efforts, QSLA will need to communicate clearly and meaningfully in order to establish itself as the voice for quality.

## 4 A portion of QSLA participants are confused about aspects of their participation with QSLA.

- A. **OPPORTUNITY:** These participants are a key audience to reach to build a strong foundation of communications about QSLA and quality.
- B. **CHALLENGE:** This confusion among those most closely involved in the effort reinforces the challenges of and need for strategic outreach for QSLA participants.

## 5 LA County has a robust landscape with a number of active players in the early care and education sphere.

- A. **OPPORTUNITY:** There are a lot of potential partners to advance QSLA's efforts.
- B. **CHALLENGE:** There is a need to establish a common message and build relationships with various entities.

## 6 Many local policymakers and stakeholders are already invested in early childhood efforts.

- A. **OPPORTUNITY:** QSLA can build on this investment with a strong message about quality.
- B. **CHALLENGE:** The complexity of QRIS can be a barrier to engagement.



# QSLA Communications and Marketing Plan

**INITIATIVE FOCUSED:** Communications to support successful ongoing operations, with the following objectives:

- **System partners:** Understand the QRIS process and goals.
- **Early educators:** Participate because the benefits of quality improvement are well understood and communications throughout the process is effective.
- **Parents:** Understand how ratings can inform their search and how QRIS participation positively impacts programs.
- **Policymakers:** Value continued investment in and operations of the QRIS.

**ISSUE FOCUSED:** Communications to support understanding of and value for quality early learning, with the following objectives:

- **Parents:** Understand child development and the role quality early learning programs play.
- **Policymakers and other partners:** Support a sustained and systematic approach to increase access to high quality early learning.
- **Public:** Value high quality early learning as an important factor in closing the achievement gap.





# QSLA Key Messages: Providers



- Quality Start Los Angeles is the name of quality rating and improvement efforts in Los Angeles County; it is jointly operated by several different, well-respected entities.
- Quality Start Los Angeles supports you to improve the quality of your services, providing concrete benefits to your program, to you as a professional, and to the children and families in your care.
- Quality Start Los Angeles is part of a state and national movement to improve early learning quality; your participation in Quality Start Los Angeles is a key part of this movement's success.



# QSLA Key Messages: Families (Issue-Focused)



- Early learning program quality is an important part of giving children high quality early learning experiences that support their long-term learning and development.
- Quality Start Los Angeles is part of a state and national movement to raise the quality of early learning programs, so that more children benefit from high quality early learning experiences.
- Quality Start Los Angeles offers resources and tools that build on what you already know about quality to help you give your child high quality early learning experiences in their early learning program and at home.



# QSLA Key Messages: Families (Initiative-Focused)



- Your early learning provider is part of Quality Start Los Angeles, which means they are going above and beyond what is required in order to provide high quality care and learning opportunities.
- Quality Start Los Angeles ratings help your provider understand their strengths and areas for growth.





# Workshop: QRIS Messages

1. What is the big thing happening in your QRIS?
2. Which audiences need to know about this?  
Partners | Providers | Parents | Policymakers | Public
3. What do they need to know about it?



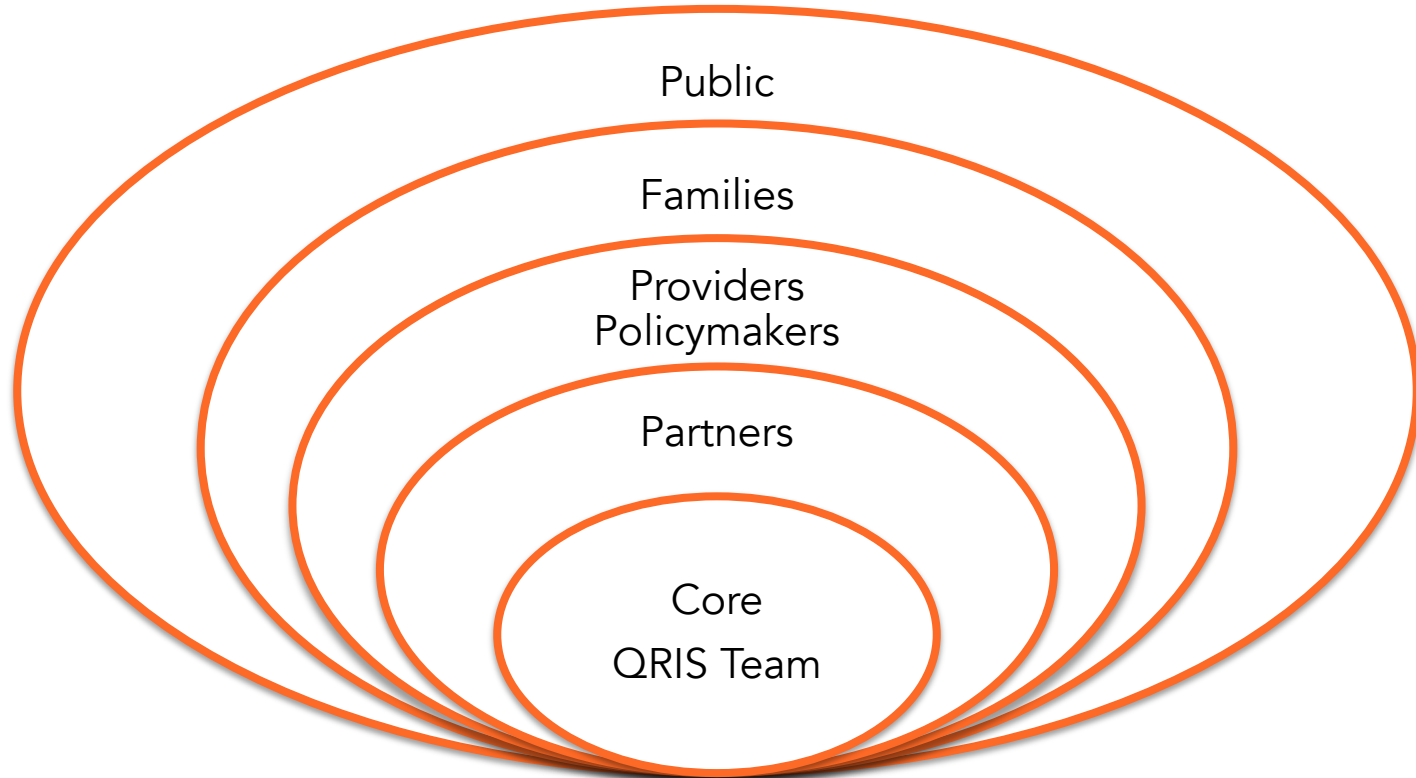
**15 Minute Break**



# Setting Your QRIS Messengers Up for Success!



# Communications Spheres



# Who Is Best Equipped to Deliver Messages to Each QRIS Audience?

Partners

Providers

Parents

Policymakers

Public





# Tailoring Messages for the Messengers



- What other touchpoints do your messengers have with the target audience?
  - How can you incorporate QRIS messages into existing interactions?
- Setting the messengers up for success
  - Solicit input on useful communications tools/channels



# What Is the Best Channel for Your Message?

## Traditional Communications Channels

- Print (reports, brochures, flyers)
- Newspapers (PR)
- Signs
- Radio
- Television
- Billboards
- Telephones
- Events and Meetings

## Digital Communications Channels

- Websites
- Blogs
- Podcasts
- Social media
- Email
- Video
- Text messages
- Webinars
- Apps

## Marketing Strategies

- Paid social media advertising
- Partnerships and joint ventures
- Paid TV, radio, and outdoor
- Content marketing
- Email marketing
- Search engine optimization



# Paid Social Media

- Small, targeted investments can increase exposure and engagement
- Create a free echo chamber amongst partners by sharing content
- Ads for “Page Likes” vs. “Boosted Posts”



## Location - Living In:

United States: Los Angeles (+25 mi) California

## Age:

27 - 45

## People Who Match:

**Interests:** Pre-school playgroup, Preschool, Sesame Street, Parenting, Early childhood education, Day care, Child support, Toddler or Child development

**Field of study:** Child Development and Education

**Job title:** Child Day Care Provider, Day Care Assistant or Child Caregiver

**Parents:** New parents (0-12 months), Parents with toddlers (01-02 years) or Parents with preschoolers (03-05 years)



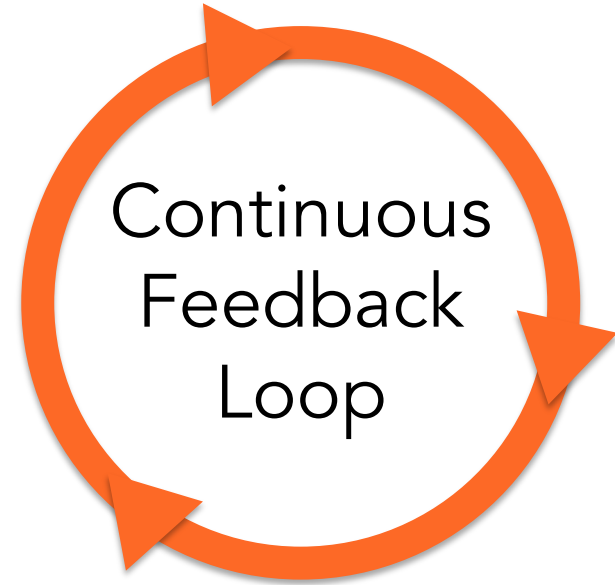
# Putting It into Practice

Develop Content  
Based on Key  
Messages

Focus Group

Refine

Distribute



# QSLA Communications Materials by Audience

## Partners

- Communications Plan
- Talking Points
- Cloud-Based Tools

## Providers

- Educator/Director Kits
- Digital (Newsletter, Website, Facebook)
- Storytelling

## Parents

- Brochures
- Videos
- Digital (Website, Facebook)

## Policymakers

- 1-pagers
- Twitter Campaigns
- Storytelling

## Public

- Paid Social Media
- PR



# QSLA Communications: Educator Welcome Kit

- Welcome Letter
  - Fact Sheet
  - Participation Diagram
  - Professional Development Overview
  - Provider Talking Points
  - Introduction to Ratings
  - QSLA-branded Swag
- 
- Participant Sign
  - Social Media Guide
  - Family Education Flyer
  - Parent Information Brochure



# QSLA Communications: Social Media



**Saturday 8 Cardboard Car Show** (Inglewood)  
Fathers and children are invited to build cardboard cars while bonding to celebrate Father's Day! Other festivities include arts & crafts, barbecue and lively music. [www.facebook.com](http://www.facebook.com)

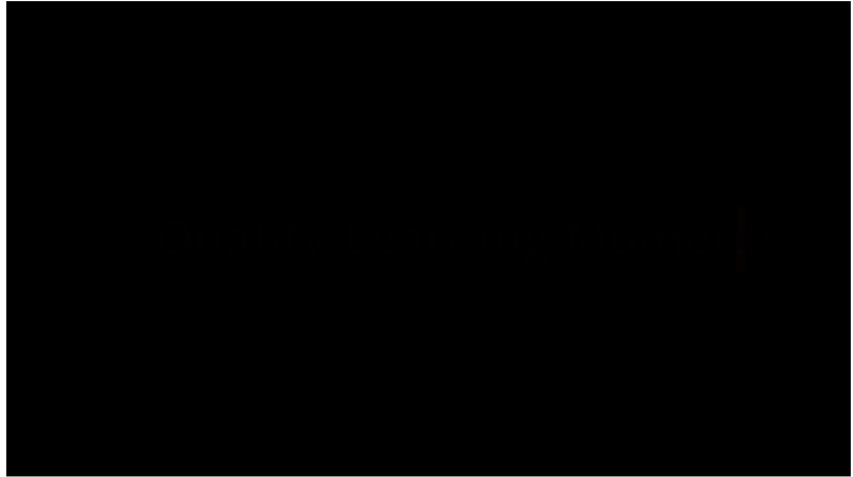
**Beach Fun-a-Palooza** (Playa del Rey)  
Dockweiler Youth Center hosts its annual summer celebration! Families can enjoy a petting zoo, bounce houses, rides, face painters, balloon artists, carnival games and more. Register online for faster entry. [www.eventbrite.com](http://www.eventbrite.com)

**BoldPas: A Day of Art & Play** (Pasadena)  
Visitors of all ages can wander the historic alleys of Old Pasadena and interact with large-scale art installations displaying bright colors, surprising scale and unique materials. The Armory Center of the Arts will have hand-on creative fun for the whole family. [www.oldpasadena.org/boldpas](http://www.oldpasadena.org/boldpas)

**Playhouse Block Party** (Pasadena)  
The Pasadena Playhouse celebrates 100 years with a community block party! Festivities include a variety of live music and performances, interactive exhibits, a kid's stage, kid's zone and more. [www.playhouseblockparty.org](http://www.playhouseblockparty.org)

**Friday 14 Summer Bash** (Santa Clarita)  
This event in Canyon Country will transform Luther Drive into a block party complete with live music, family activities, food trucks and more. [www.santa-clarita.com](http://www.santa-clarita.com)

A graphic titled "YOGA BOOKLIST" in large, bold, orange letters. The graphic is framed by blue and white wavy borders. It features several book covers on the left and right sides, with their titles and authors listed in the center. The books shown are: "YOGA BUNNY" by Brian Russo, "good morning yoga" by Marianne Caplan, "Breathe like a Bear" by Kira Willey, "Julieta y un Día en el Jardín" by Giselle Shardlow, "ZOO ZEN: A YOGA STORY FOR KIDS" by Kristen Fischer, "The Grateful Giraffe" by Giselle Shardlow, "Yoga Bear" by Sarah Jane Hinder, and "Buenas Noches, Mundo Animal" by Giselle Shardlow. At the bottom center, there is a small Quality Start logo.



Family Education & Engagement



# QSLA Communications: Advocacy



## We look to the future.

The Early Care and Education (ECE) Coalition is a partnership of 34 early childhood education advocacy, service, and business organizations working together to secure access to high-quality early learning and care for all of California's low-income children and families.

The 2019-2020 Governor's January Budget Proposal presents bold initiatives that prioritize our state's youngest children and their families. However, there continues to be gaps in access and a lack of adequate infrastructure in the state's ECE system.

We strongly believe that the proposals in the ECE Coalition's bill package address these core issues to move the state's ECE programs closer to meeting the needs of children and their families.

### Please support the following bills on behalf of California's children:

#### AB 194 (Gomez Reyes)

Provides \$1 billion over three years to create more child care spaces and increases the number of low-income children served in Alternative Payment programs and General Child Care.

#### AB 125 (McCarty) & SB 174 (Leyva)

Establishes a regionalized state reimbursement rate system for subsidized early care and education services to ensure competitive compensation for early childhood teachers and providers.

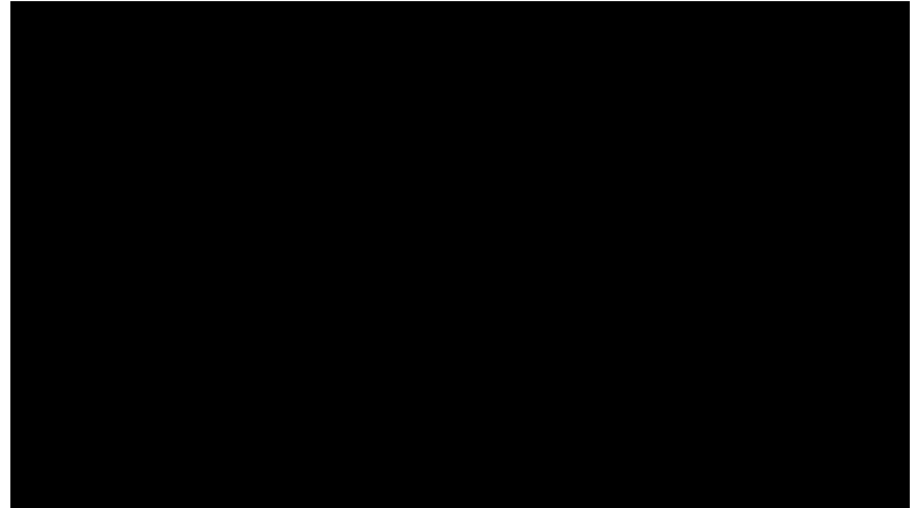
#### AB 452 (Mullin)

Allocates grant funding for ECE facilities to serve children from birth to age three.

#### AB 324 (Aguilar-Curry)

Addresses the need for professional development and educational attainment opportunities for qualified early educators in state-subsidized ECE programs.

We look forward to working with you and the Administration to advance a holistic package that strengthens and expands our early care and education system to meet the needs of California's young children and their families.



Storytelling





# Workshop:

# QRIS

# Messengers

1. Who will be your messengers?
2. How will you deliver your messages?
3. What will they need to be successful?
4. How will you know if your messages have been received?



# Pulling It All Together



# Tools to Streamline Communications Development

## Document, Document, Document

- Communications and Marketing Plan
  - Common vernacular
  - Audience profiles
  - Key messages
- Internal Talking Points



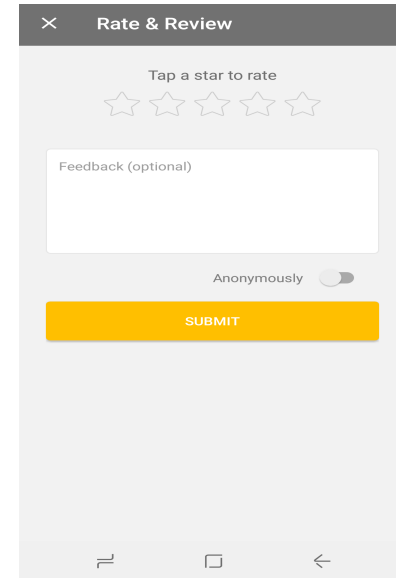


**QUESTIONS?**



# Please take a moment to rate & review this session.

1. Find this session in the app and click to view details.
2. Select a Star rating.
3. Enter additional feedback – What did you love? What could have been better?
4. Click the Submit button.



The screenshot shows a mobile app interface for 'Rate & Review'. At the top, there is a close button (X) and the title 'Rate & Review'. Below the title, the instruction 'Tap a star to rate' is displayed above five empty star icons. A text input field labeled 'Feedback (optional)' is positioned below the stars. To the right of the input field is an 'Anonymously' toggle switch, which is currently turned off. A prominent yellow 'SUBMIT' button is located at the bottom of the form. The bottom of the screen shows standard mobile navigation icons: a home button, a square button, and a back arrow.



We take your feedback very seriously and will use it to inform improvements for QRIS 2020!



# Thank You!

## Keep in Touch

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