



Quality Improvement Rating System Branding

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Karol Collymore, Public Affairs Director

Goals for today

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History

Defining Quality

Core Values

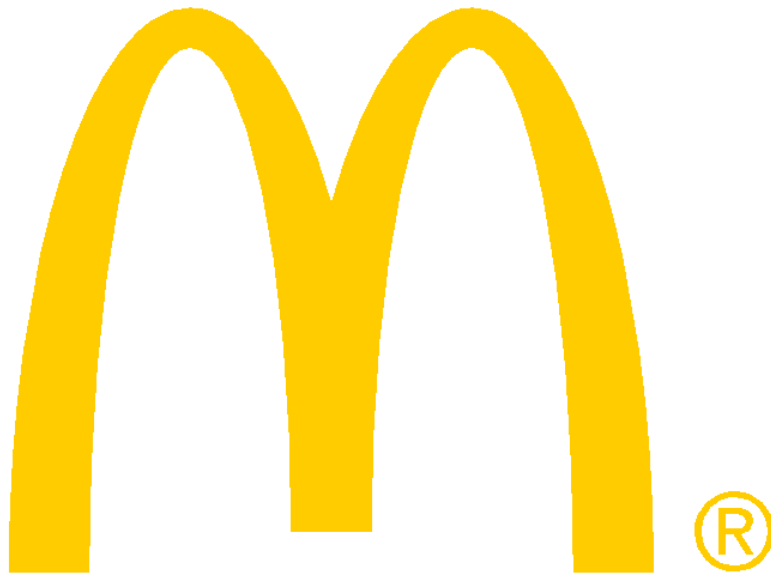
Guiding Principles

Logo, Tagline and Messages

History

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- We know that for community to participate in something, they should be able to recognize it.



Quality

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- We need a common understanding and message of what quality means and how providers and parents can access it.
- We want both providers and parents to value quality



Established Core Values



- Children
- Equity, diversity and inclusion
- Opportunity
- Continuous learning and improvement
- Respect for early learning and the early care profession
- Partnership

Guiding Principles for the change

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The creation of value for quality care is essential.

- Emphasis is on continuous improvement and growth rather than ratings.
- Education about the importance of early care in the lives of children is an important step in ensuring quality care.
- There is an explicit focus on equity, diversity and inclusion.
- The profession of early care and child care must be elevated and valued.

And now...



Message to Partners

- We are proud to introduce Spark, the updated brand for Oregon's Quality Rating and Improvement System (QRIS). We wanted you to be among the first to know and invite you to join us in spreading the word. Together we will help more children in Oregon access quality early care and education.
- This shift is coming for two reasons:
 - We have been making revisions to the standards in response to your input, such as more streamlined standards, easier portfolio process and more access to understanding
 - We want to reach more early care and education professionals and families with information about this resource.
- You will receive a full toolkit of messages and other tools to help spread the word. Please join us to bring Spark to life and establish it as an indispensable resource for early care and education professionals, families and the organizations that support them.

Message to Current Spark Providers

- As an early care and education professional, you play an important role in helping children learn and grow—from their earliest days.
- The state of Oregon recognizes that you are dedicated to providing excellent, nurturing care to children and thanks you for using QRIS. We've heard your requests and feedback on how this resource can improve. This fall, QRIS will become Spark! This shift is coming for two reasons:
 - We have been making revisions to the standards in response to your input, such as more streamlined standards, easier portfolio process and more access to understanding
 - We want to reach more early care and education professionals and families with information about this resource.
 - You'll be receiving materials to identify yourself as a Spark professional. Please consider sharing information with the parents you serve about why early learning is so vital and why you're committed to continuously improving the care you provide.

Messages to Providers not yet a Spark Program

- As an early care and education professional, you play an important role in helping children learn and grow—from their earliest days.
- Spark is a statewide resource that is helping early care and education professionals continue improving the quality of care they provide.
 - It offers professional development and coaching and gives you access to resources, including funding to help you grow and expand your program.
 - It also helps your business stand out and helps families find you.
- Make your early care and education program even better for the families you serve. Give yourself the opportunity to learn and grow alongside your children. Help parents find you when they need care. Join Spark.

Messages to Parents and Families

- Learning is a lifelong process that starts at birth. The way your child's brain grows and develops in their earliest years impacts how they learn throughout life.
- For even the youngest children, quality early care and education programs are important. Oregon has a new resource called Spark that is improving these programs by:
 - Connecting families to quality early learning and care programs that prepare children for kindergarten and lifelong learning.
 - Offering coaching, professional development and resources to help providers include early learning and keep improving the quality of the care they provide to your children.
 - Many kinds of early care and education professionals participate in Spark, from large centers to in-home care, working with children from birth through school age. They represent many backgrounds and languages—just like Oregon's diverse families.
 - The time your child spends in childcare is valuable. Make it the best it can be. Choose a quality program that is part of Spark.

Messages to Policy Makers

- Learning is a lifelong process that starts at birth. Children's brains develop rapidly in the first five years, making early care and education programs vitally important for even the youngest children.
- Spark, a statewide resource from Oregon's Learning Division, is helping your constituents access quality care. It is the updated version of the Quality Rating and Improvement System, or QRIS, and it is improving the quality of childcare in Oregon in two ways:
 - By connecting families to quality early learning and care programs that prepare children for kindergarten and lifelong learning.
 - By offering ongoing coaching, professional development, and resources to help early care and education professionals continue improving the quality of the care they provide.
- You want the best opportunities for the families you serve. Helping them to access quality early care and education could be the most important information you provide.

You can help by:

- Directing families to an early care and education professional who is participating in Spark. They can use our online finder at [\(URL\)](#) or call 211.
- Supporting the Governor's focus on success for children in the P-20 continuum.
- Thank you for supporting Spark as part of our State's commitment to children.



Questions?

