

MARKETING YOUR QUALITY!

Now that you are participating in Iowa Quality For Kids (IQ4K®), it's time to let others know!

MARKETING MATTERS

As a child care program that participates in IQ4K, you have an opportunity to showcase your quality! Families, community, and stakeholders won't know of your hard work unless you tell them!

Consider these questions to help you get started thinking about how to market your program:

- What type of marketing strategies do you want to try? Have you tried any in the past?
- Whom do you want to see in your promotional materials?
- What do you hope will happen as a result of your marketing efforts?

BENEFITS OF MARKETING YOUR ACHIEVEMENTS

1. Educate families and the community

Unless you send out a message every moment of the day, your families and community won't know of your hard work unless you share it with them! Marketing materials tell a story. As you share information about your accomplishments, what services you offer and the goals you continue to work towards, families and the community better understand what it means to provide quality child care. It can also help with buy-in to why things in your program are changing and evolving.

2. You recruit perspective clients!

Word of mouth is a great way to recruit new families to your program but should not be the ONLY way. With intentional marketing of your quality child care program, you are giving your program a competitive edge. As families are looking for quality care, your program is able to stand out with meaningful marketing materials.

3. You elevate the early childhood profession!

Simply by participating in a Quality Rating System, you are raising the bar of quality here in the State of Iowa. For others to understand what quality child care looks like, it is essential to market your quality childhood program. You strengthen and improve our childhood profession by marketing what quality means!



Building quality environments one block at a time



MEET KAYA *The Quality Kangaroo*

FOLLOW ON FACEBOOK



- Share with your families!
- Get IQ4K updates!
- Use with your marketing!



IOWA CHILD CARE RESOURCE & REFERRAL

Your Child Care Partner!

www.iowaccrr.org/providers/iq4k

Visit our website today for all things IQ4K and to utilize our numerous resources!

CONTINUOUS QUALITY IMPROVEMENT (CQI) AND YOUR PROGRAM

CQI is something you do each and every day on Iowa Quality for Kids!



WHAT IS CQI?

Continuous Quality Improvement (CQI) - What does that mean?

- CQI is an ongoing process of assessment, action planning, goal setting and implementation.
- This cycle repeats, ensuring that quality measures are kept in place through changes in the program, such as staffing and enrollment.
- Continued research around health, safety and learning in Early Childhood Education can lead to new best practice recommendations. Having a CQI process embedded in programming can ensure that as those recommendations evolve, your program is able to assess how those changes impact your program.

So what does CQI have to do with Marketing? When a program continues to grow and strives for best practice in early childhood education, they are regarded as a high-quality child care provider which is desired and sought after by potential new clients (families). If there is no marketing of this hard work, then a program will never reach its deserved place as a desired and sought-after child care program. Marketing is that connection between your program and those that NEED to hear it!

NEXT STEPS



1. Share Your Achievements

Your hard work needs to be known! Now is the time to share with your families and community what you've accomplished by participating in IQ4K. Utilize the IQ4K Marketing Toolkit to spread the word and further promote your quality program!



2. Build Your Marketing Plan

Children grow and communities change - that's why it is important to continue to market your program. As you work toward your next IQ4K goal, build a plan around how you want to communicate this to your current and potential families and community.



3. Implement Your CQI Plan

Quality is not a one-stop shop! CQI is an ongoing process and occurs in all aspects of your program. Creating and then implementing your CQI plan with the IQ4K CQI resources will allow you to maintain, improve and grow as a quality early childhood education program!

WANT MORE IQ4K MARKETING IDEAS?!

CLICK IDEA BELOW:

- [IQ4K Talking Points](#)
- [Sample letter highlighting IQ4K participation for families.](#)
- [Program rating announcements for newspapers, newsletters or social media.](#)
- [Announcing 'Kaya Day' Achievements when you meet new goals.](#)
- [Family Communication Resources - Policy Updates](#)
- [Training Communication Resources](#)

VISIT THE IQ4K WEBSITE:



www.iowaccrr.org/providers/iq4k



Connect with a Child Care Consultant or IQ4K Specialist if you have questions