

How to Use Your New Maryland EXCELS Badge

Transcript and Video Description

[Music]

HOW TO USE YOUR NEW MARYLAND EXCELS DIGITAL BADGE
MARYLAND EXCELS LOGO

MARYLAND EXCELS QUALITY RATING BADGES; CONGRATULATIONS!; CHILDREN WITH THEIR THUMBS UP

Narrator: The Maryland EXCELS team would like to congratulate you on your quality rating achievement and thank you for participating in Maryland EXCELS and for your commitment to providing high-quality child care.

A COMPUTER SCREEN SHOWING A NEW BADGE LETTER

Narrator: You'll find your new badge attached to the email you received from Maryland EXCELS. I'm sure you're wondering how and why you should use the badge.

A TEACHER AND A CHILD HIGH-FIVING IN AN ART CLASS

Narrator: You should be proud of your commitment to providing high-quality child care and share this with your current and prospective families. In this short tutorial, we will share how you can display your badge in your marketing for your child care business and in communications with families.

AN EXAMPLE WEBSITE DISPLAYING A QUALITY RATING 5 BADGE

Narrator: Display your badge on the home page of your current website where everyone can easily see it.

AN EXAMPLE NEWSLETTER DISPLAYING A QUALITY RATING 5 BADGE

Narrator: Include the badge in your monthly newsletter to families. You can also write a short description about the importance of your program being a part of Maryland EXCELS.

AN EXAMPLE SOCIAL MEDIA PAGE DISPLAYING A QUALITY RATING 5 BADGE

Narrator: Share your badge on social media accounts.

A QUALITY RATING 5 BADGE DISPLAYED ON A WALL OF A CLASSROOM

Narrator: Print a copy of the badge and display it near your entrance or lobby so families can see it as they walk in the door.

A QUALITY RATING 5 BADGE WINDOW CLING DISPLAYED ON A CHILD CARE CENTER'S DOOR

Narrator: We will also be mailing you a window cling with a badge featuring your quality rating. You can display this on a window or door for families to see as they walk into your child care.

AN EXAMPLE ONLINE MESSAGE WITH A QUALITY RATING 5 BADGE

Narrator: Include your digital badge on any communications you send to families.

AN EXAMPLE BROCHURE DISPLAYING A QUALITY RATING 5 BADGE

Narrator: Add the digital badge to any promotional brochures, information cards, folders, and other marketing materials you use for your child care business.

CHILDREN HOLDING A MARYLAND EXCELS BANNER

Narrator: If you have any questions, please reach out to the Maryland EXCELS team through your Quality Assurance Specialist or your Maryland EXCELS Program Coordinator. Thank you for being a part of Maryland EXCELS.