MARYLAND EXCELS
Quality Rating Recognition

Transcript and Video Description

[Music]

MARYLAND EXCELS
Quality Rating Recognition

NARRATOR

Narrator: The Maryland EXCELS team and I would like to celebrate your quality rating achievement with new digital badges.

A PROVIDER SMILING; QUALITY RATING 1 TO 5 BADGES APPEARING

Narrator: We know you've worked hard to achieve your Maryland EXCELS quality rating, and you should be proud of your commitment to providing high quality child care.

A FATHER AND A CHILD GREETING A TEACHER

Narrator: And you can share this new badge with family so that they can recognize your accomplishment and dedication to their children.

A COMPUTER SCREEN SHOWING A NEW BADGE LETTER

Narrator: You'll find your new badge attached to the email that you received from Maryland EXCELS...

A CHILD WITH “HOW TO USE YOUR NEW MARYLAND EXCELS DIGITAL BADGE TITLE

Narrator: ...as well as a video tutorial about how to use it.

NARRATOR

Narrator: I’d like to share some different ways that you can share your badge with families and in the community.
AN EXAMPLE WEBSITE DISPLAYING A QUALITY RATING 5 BADGE

**Narrator:** Display your badge on the home page of your current website.

AN EXAMPLE NEWSLETTER DISPLAYING A QUALITY RATING 5 BADGE

**Narrator:** Include it in your monthly newsletters to families.

AN EXAMPLE SOCIAL MEDIA PAGE DISPLAYING A QUALITY RATING 5 BADGE

**Narrator:** Share your badge on social media.

AN EXAMPLE BROCHURE DISPLAYING A QUALITY RATING 5 BADGE

**Narrator:** Add it to promotional brochures, information cards, and other marketing materials.

CHILDREN AND A TEACHER RAISING ARMS WITH SMILE

**Narrator:** You’ve earned this achievement, so make sure you share it with the families in your program.

A CHILD MAKING A HEART WITH FINGERS; QUALITY RATING 1 to 5 BADGES APPEARING

**Narrator:** Thank you providers for participating in Maryland EXCELS and for your commitment to providing high-quality child care.

MARYLAND EXCELS
MARYLAND STATE DEPARTMENT OF EDUCATION
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