

How to use the newsletter content:

Newsletters are a great way to communicate with the families of children in your program and other stakeholders, and are a perfect place to share your Maryland EXCELS quality rating. You also may contact local organizations that have newsletters, such as a local elementary school or a nearby recreation center, to ask if they would include information about your program and your Maryland EXCELS quality rating.

The newsletter content template below has blue bracketed areas to fill in with your information.

Pro Tips:

- Create a regular schedule for your newsletter so that families can expect it at a certain time of the week, month, or year.
- Keep it short and sweet. Make sure to cover items that are relevant to the families in your program.
- Use images, graphics, and bullet points to break up large blocks of text and highlight the most important information.
- Share information about what makes your program unique. Highlight opportunities for families to engage in the program or extend learning experiences at home.

NEWSLETTER



ABC Child Care

Date



We've achieved a quality rating **<NUMBER>** with Maryland EXCELS!

<PROGRAM NAME> is happy to announce that we have achieved a Quality Rating **<NUMBER>** with Maryland EXCELS, the state's quality rating and improvement system for child care and early education programs.

We are committed to providing a high-quality learning environment that supports your child's development and provides a strong foundation for lifelong success. Our Maryland EXCELS quality rating is one way that **<PROGRAM NAME>** demonstrates our commitment to quality and continually improving the services we offer.

WHY MARYLAND EXCELS?

The early years are a very important period for a child's learning and development. Quality child care and early education programs prepare children for kindergarten and success in school.

ABOUT MARYLAND EXCELS?

Maryland EXCELS is the state's quality rating and improvement system for child care and early education programs that meet nationally recognized quality standards.

Maryland EXCELS rates the quality of child care and early education programs on a scale of 1 to 5.

Quality rated programs demonstrate competence in the following areas:

- Staffing and Professional Development Accreditation and Program Improvement
- Developmentally Appropriate Practice
- Compliance with Child Care Licensing Regulations
- Administrative Policies and Practices

Programs with a quality rating of 5 meet the highest standards in Maryland EXCELS and are state or nationally accredited.



<PROGRAM NAME> has received a Maryland EXCELS Quality Rating **<NUMBER>**. To achieve this rating, we **<USE THIS SPACE TO DESCRIBE THE ACTIVITIES OR INVESTMENTS MADE BY THE PROGRAM AND STAFF TO ACHIEVE THIS RATING>**.

If you have questions about our Maryland EXCELS quality rating, please contact us.

For more information about Maryland EXCELS, review the [Parent's Guide to Quality Care](#) or visit www.MarylandEXCELS.org.