



Using Keystone STARS to Market your Program to Families

Introducing a free 1 hour e-learning course for Keystone STARS Directors

Word of mouth is a powerful marketing tool for increasing awareness about your program. This course highlights some interesting results of family focus groups that shared, in their own words, the reasons why they chose a Keystone STARS quality-rated program.

- ★ Available anytime in the PD Registry
- ★ Helpful marketing tips and resources
- ★ FREE PQAS for D8.17.C2
- ★ Consider how families talk about quality
- ★ Empower staff to talk about quality
- ★ FREE Keystone STARS window clings and bumper magnets!



How Do I Register?

- Go to www.pakeys.org and login
- Click on Update My Info to ensure you are listed as a Director and Keystone STARS is checked under "Program Types"
- Click on PD Registry and search the Course Catalog using the title of the course
- Follow the steps to register and the course will be located in "My Learning Path"
- Complete each module from top to bottom

I completed the Course! Now What?

To obtain your FREE materials, email your certificate to Stephanie Mundorf at smundorf@childcareconsultants.org along with the following information:

- Program Name and Your Name
- Mailing Address



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