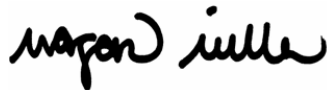


TEXAS WORKFORCE COMMISSION
Workforce Development Letter

ID/No:	WD 02-25
Date:	June 5, 2025
Keyword:	Child Care
Effective:	Immediately

To: Local Workforce Development Board Executive Directors
Commission Executive Offices
Integrated Service Area Managers



From: Reagan Miller, Director, Child Care & Early Learning Division

Subject: Use of Texas Rising Star Outreach Collateral

PURPOSE:

The purpose of this WD Letter is to provide Local Workforce Development Boards (Boards) with information and guidance on Boards' and Texas Rising Star-certified early learning programs' use of Texas Rising Star outreach tools, including use of the Texas Rising Star logo, Texas Rising Star consumer education videos, and Texas Rising Star toolkits.

RESCISSIONS:

WD Letter 03-22

BACKGROUND:

To better educate families on Texas Rising Star and high-quality child care, in January 2022, the Texas Workforce Commission (TWC) released the updated Texas Rising Star logo and accompanying style guide in response to the 2019 Texas Rising Star workgroup recommendations.

In response to stakeholder input, TWC also developed additional collateral to provide consistent consumer education to child care programs, families, and communities about high-quality child care. The development of this collateral was informed by research conducted by TWC and partners and involved stakeholder surveys and focus groups, which gathered input from parents, child care programs, and Boards. The collateral includes the following:

- Texas Rising Star educational videos for parents and programs
- Social media toolkits for Boards (Board toolkit) containing downloadable content and guidelines to help promote Texas Rising Star to child care programs, families, and their community through social media

- Welcome packet and social media toolkits for Texas Rising Star–certified child care programs (child care program toolkit) to promote their participation in Texas Rising Star to families and their community through social media
- Updated Texas Rising Star Style Guide

PROCEDURES:

No Local Flexibility (NLF): This rating indicates that Boards must comply with the federal and state laws, rules, policies, and required procedures set forth in this WD Letter and have no local flexibility in determining whether and/or how to comply. All information with an NLF rating is indicated by “must.”

Local Flexibility (LF): This rating indicates that Boards have local flexibility in determining whether and/or how to implement guidance or recommended practices set forth in this WD Letter. All information with an LF rating is indicated by “may” or “recommend.”

Texas Rising Star Educational Videos

NLF: Boards must inform staff that the Texas Rising Star educational videos will be located on the Child Care and Early Learning (CC&EL) Board Information Hub on SharePoint in the Texas Rising Star folder. The videos have two specified intended audiences: child care programs and families/communities. The CC&EL Board Information Hub is only accessible to designated Board representatives.

NLF: Boards must ensure that the Texas Rising Star educational videos will be used to inform the intended audiences about Texas Rising Star. The videos are provided in two formats: long-form videos provided in English, Spanish, and Vietnamese with closed-captioning in the same language and short-form videos provided in English with closed-captioning in English, Spanish, and Vietnamese.

NLF: Boards must update their applicable child care web pages with the long-form videos by September 30, 2025.

LF: Boards may post the long-form videos on their applicable web pages and short-form videos on their social media sites with applicable posting content.

LF: Boards may include direct links to the Board’s posted videos or quick response (QR) codes to access these videos on applicable outreach materials.

Toolkit for Boards

NLF: Boards must inform staff that the Board toolkit will be located on the CC&EL Board Information Hub on SharePoint in the Texas Rising Star folder. The social media templates and posting content are provided in English, Spanish, and Vietnamese to support Boards in posting content for the languages their community serves.

NLF: Boards must inform staff that the Board toolkit was created to promote Texas Rising Star to child care programs, families, and their community through the Board’s use of social media.

NLF: Boards must use the Board toolkit in accordance with the guidance provided within the toolkit when creating social media outreach materials directed at child care programs, families, or their communities.

LF: Boards may customize social media post templates or post captions (where indicated) with local information, such as Workforce Board logos and contact information.

Toolkit for Child Care Programs

NLF: Boards must inform staff that the welcome packet, Texas Rising Star Style Guide, and child care program toolkit will be located on the CC&EL Board Information Hub on SharePoint in the Texas Rising Star folder. These materials are provided in English, Spanish, and Vietnamese.

NLF: Boards must provide each Texas Rising Star–certified program via email with the child care program toolkit upon certification to support social media messaging to families and their community based on their preferred language (English, Spanish, or Vietnamese).

NLF: Boards must update the child care program toolkit with their contact information on the contact page before distributing the packet.

Updated Texas Rising Star Style Guide

NLF: Boards must inform staff that the updated Texas Rising Star Style Guide is located on the [CC&EL Board Information Hub](#) on SharePoint in the Texas Rising Star folder. There is a style guide specific to Boards and one specific to child care programs.

Note: The CC&EL Board Information Hub is only available to Board Executive Directors–designated local child care staff.

NLF: Boards must ensure that the guidance, designs, and templates in the Board Texas Rising Star Style Guide are to be used when printing or distributing materials for local outreach, such as certificates, banners, window decals, and video call backgrounds.

NLF: Boards must ensure that Texas Rising Star–certified programs are provided with the style guide for child care programs, which contains guidance on the use of the Texas Rising Star logo, star-level graphic, and creating additional outreach materials.

LF: Boards may request approval for modified designs before printing or distributing any outreach materials.

Use of the Texas Rising Star Logo and Collateral Materials

NLF: Boards must ensure that only applicable local Workforce Solutions Office staff members and Texas Rising Star–certified early learning programs are provided the Texas Rising Star logo, star-level graphics, certificate, and/or templates to use for local outreach material without prior written permission from TWC.

NLF: Boards must ensure that the Texas Rising Star logo and star-level graphic:

- consist of the combination of text, color, and art, as provided;
- are used in their entirety and without modification; and

- are not obscured in any way by superimposing type, photographs, or other elements.

NLF: Boards must use the local outreach material templates in accordance with the design guidance included within the Board Texas Rising Star Style Guide when creating and distributing Texas Rising Star outreach materials.

NLF: Boards must ensure that Texas Rising Star–certified child care programs are notified of the following:

- TWC grants permission to Texas Rising Star–certified child care programs to use the Texas Rising Star logo and their specific star-level graphic for marketing purposes.
- Child care programs must use only the Texas Rising Star logo and star-level graphic that are issued to them by the Board, and the graphic must be consistent with the program’s level-of-quality designation (Two-Star, Three-Star, or Four-Star certification).
- Misuse of the Texas Rising Star logo and/or star-level graphics is prohibited and is subject to appropriate corrective actions, as described in Title 40, Texas Administrative Code, Part 20, Chapter 809 Child Care Services rule §809.115.

Misuse of the Texas Rising Star Logo, Star-Level Graphics, and/or Certificate

NLF: Boards must not misuse, and must take steps to address the misuse of, the Texas Rising Star logo, star-level graphics, and/or certificates. Misuse includes the following:

- Use of the logo, star-level graphics, and/or certificate by child care programs that are not Texas Rising Star–certified
- Use of the star-level graphics and/or certificate that is inconsistent with the child care program’s Texas Rising Star level-of-quality designation (Two-Star, Three-Star, or Four-Star)
- Use of the logo, star-level graphics, and/or certificate on outreach materials that could be viewed negatively by the public, including names or images that may be considered inflammatory or offensive
- Recreation or modification of the logo, star-level graphics, and/or certificate
- Obscuring any part of the logo, star-level graphics, and/or certificate by superimposing type, photographs, or other elements
- Any other use that is inconsistent with Texas Rising Star program objectives, as determined by TWC

NLF: Boards must provide Texas Rising Star-certified early learning programs with the definition of misuse and inform early learning programs who misuse the Texas Rising Star logo, star level graphics, and/or certificates how they have misused the logo, graphics, and/or certificates and continued misuse may result in noncompliance with Texas Rising Star.

NLF: The Board must report repeated misuse to TWC at TexasRisingStar@twc.texas.gov.

INQUIRIES:

Send inquiries regarding this WD Letter to childcare.programassistance@twc.texas.gov.

ATTACHMENTS:

None

REFERENCES:

Texas Government Code §2308.3155

Title 40, Texas Administrative Code, Part 20, Chapter 809 Child Care Services Rule
§ 809.115