



CPQ Communications FAQ

What does the CPQ do?

The CPQ enables you to project costs based on research-based quality standards benchmarks and fully accounts for both state and local administrative costs to monitor and enhance quality of programs.

Click here for a detailed [description of the CPQ calculator](#).

Why was the CPQ created?

CEELO developed the [Cost of Preschool Quality \(CPQ\) calculator](#), a free Excel-based tool, to help you estimate the cost of implementing, and scaling up access to, high-quality early education programs.

How would I use CPQ?

You can use the CPQ to produce evidence-based data, including graphs and charts, that compare costs associated with different scenarios for providing high-quality early care and education in mixed delivery settings.

The CPQ also allows you to input resources to identify gaps between expenses and funding. The data can be used to inform funding allocations, to determine rates, incentives or reimbursements, and shape budget requests.

How do I communicate the data I get from the CPQ?

You can use the CPQ Communications Toolkit to describe and graphically display CPQ estimates and to explain the benefits of investing in high-quality preschool programs. The Communications Toolkit includes:

- Information about the CPQ
- Talking points addressing common questions about costs and funding for high-quality preK
- Content you can use to develop handouts, presentations and testimony
- Sample outreach materials including a press release template and suggested social media posts
- Sample graphs with directions for replicating them using your data

How can I learn more about the CPQ?

Visit the [Cost of Preschool Quality Tool webpage](#) featuring a detailed User Guide, along with webinars and useful resources on financing early childhood education.