

United Way
bornlearning[®] academy



CONTENTS

- Introduction 3**
- About United Way Born Learning® Academy 5**
- Are You Ready To Start A United Way Born Learning Academy?..... 7**
- Starting an Academy..... 9**
 - Step 1: Review Core Components And Requirements 9**
 - Step 2: Confirm Interest Of School Leadership And Build Team 10**
 - Step 3: Develop Budget 12**
 - Step 4: Register And Attend Training 14**
 - Step 5: Sign Memorandum Of Agreement 14**
 - Step 6: Develop Recruitment Plan 14**
 - Step 7: Collect And Submit Data From Sessions 15**
- Engaging Partners to Support an Academy..... 16**
- Appendix**
 - A: United Way Born Learning Academy Logic Model 17**
 - B: Timeline to Help Plan and Prepare 18**
 - C: Budget Worksheets and Directions 19**
 - D: Sample Memorandum of Agreement 22**

United Way Born Learning is a public engagement campaign helping parents, caregivers and communities create early learning opportunities for young children. Designed to support parents in their critical role as a child's first teacher, Born Learning educational materials have been available through the efforts of United Way since 2005. In 2007, United Way of Greater Cincinnati Success By 6, Kenton County Schools under the direction of former Superintendent Tim Hanner and Northern Kentucky University partnered to develop the United Way Born Learning Academy. The United Way Born Learning Academy is a series of parent workshops that engage expectant parents and families with young children to support early learning and school readiness. With support from Toyota Motor Manufacturing Kentucky, United Way Born Learning Academies are designed to increase kindergarten readiness in the Northern Kentucky area, and will undergo a national replication process to increase kindergarten readiness across the United States. Early childhood faculty members Dr. Helene Arbouet Harte and Dr. Jaesook Gilbert of Northern Kentucky University developed the parent workshop curriculum, training guide and supplemental materials.

INTRODUCTION

Based on the principle that everyday activities—like laundry sorting, bedtime and meals—can be important learning moments, United Way Born Learning Academy is a series of six family workshops that provide families with the confidence and knowledge to support their child’s development and school readiness. It is one of several tools in the United Way Born Learning campaign, a suite of public awareness tools and family resources. More information about Born Learning can be found at www.bornlearning.org.

Successful implementation of a United Way Born Learning Academy requires dynamic leadership and strong commitment on the part of United Way, local schools and community leaders; all are vital to the success of the program and its sustainability. This startup guide provides a set of guidelines to start a United Way Born Learning Academy while also including details of the core components of an Academy and providing resources and ideas for implementation. It is important to remember that the steps along the way are critical and will greatly influence the quality of the program and its intended outcomes.

PARTNER STATEMENTS OF SUPPORT

“ My administration has made a strong commitment to helping every Kentucky child reach kindergarten ready to succeed in school and in life. Children who enter school prepared are more likely to read at grade level, graduate from high school, and to be college and career ready. Parents, as the child’s first and best teachers, often need support to know how to best teach their child. Born Learning Academies are an innovative way to help parents prepare their child to enter school with the skills and behaviors they need to be successful in school and beyond. I commend the public-private partners for working to expand this initiative. ”

Governor Steve Beshear, Commonwealth of Kentucky

“ Since learning starts long before school does, achievement gaps can develop before children begin kindergarten. The Born Learning Academy allows a meaningful conversation about essential building blocks of education to start early with parents, in their local school, so they can support their children’s future academic success. ”

Kentucky Department of Education



ABOUT UNITED WAY BORN LEARNING ACADEMY

What is United Way Born Learning?

Everyday life is full of learning experiences for children. United Way Born Learning is a public engagement campaign that helps parents, grandparents and caregivers explore ways to turn everyday moments into learning opportunities.

Born Learning was created in 2005 to help any United Way boost community engagement around young children. More than 600 United Ways and early childhood coalitions or organizations have used Born Learning community engagement tools to boost awareness, educate parents and move communities to action. For more information, visit www.bornlearning.org.

The Inception of United Way Born Learning Academies

Designed to support parents in their critical role as a child's first teacher, Born Learning educational materials have been available through the efforts of United Way since 2005. In 2007, United Way of Greater Cincinnati Success By 6, Kenton County Schools under the direction of former Superintendent Tim Hanner and Northern Kentucky University partnered to develop the Born Learning Academy. The Born Learning Academy is a series of parent workshops that engage expectant parents and families with young children to support early learning and school readiness. With support from Toyota Motor Manufacturing Kentucky, Born Learning Academies are designed to increase kindergarten readiness in the Northern Kentucky area. Early childhood faculty members Dr. Helene Arbouet Harte and Dr. Jaesook Gilbert of Northern Kentucky University developed the parent workshop curriculum, training guide and supplemental materials.

The initial Born Learning Academy experienced overwhelming success. A statewide partnership developed in early 2012 to explore expansion of the academies throughout the state of Kentucky. With an initial five-year funding commitment from Toyota, ten pilot schools implemented academies in the fall of 2012 with the intent of adding additional schools through 2016. Word traveled fast. Based on the success of early adopters, Born Learning Academies were written into Kentucky's Race to the Top application, which was funded in 2014. Today, there are approximately 100 Academies operating throughout Kentucky and the Cincinnati area.

United Way Worldwide, seeing the impact of the Academies, has partnered with United Way of Greater Cincinnati, Dr. Gilbert and Dr. Harte to make this tool available to our global network. While this initial offering is best suited for the United States, United Way Worldwide hopes to partner with our global colleagues to adapt this for their local use.

The Content

Made available to the United Way network in 2015, United Way Born Learning Academies can be purchased exclusively by licensed United Ways at www.bornlearning.org. There are currently two options when purchasing an Academy.

DELUXE EDITION	BASIC EDITION
<ul style="list-style-type: none"> ■ 1 Quick Start Checklist ■ 1 Training Guide ■ 2 Facilitator’s Guides ■ 25 Recruitment posters ■ Access to video modules and other online tools ■ 20 copies each of Born Learning family handouts and giveaways (see Consumables Table, Appendix C) <ul style="list-style-type: none"> • Kid Basics • Begin With Love DVD • Recipes for Learning • Grocery List pads • Playbook • Are You Baby Smart? • Fun & Games with Songs • Make Reading Fun • How Does Play Encourage Literacy? • Meal ideas for Young Children • Understanding Children: How do I recognize my child’s illness? • Understanding Children: How do I help my child develop good sleep habits? • Your Child @ series • Understanding Children: How Does My Child Learn? • Talking and Listening • Learning on the Go 	<ul style="list-style-type: none"> ■ 1 Quick Start Checklist ■ 1 Training Guide ■ 2 Facilitator’s Guides ■ 10 Recruitment posters ■ Access to video modules and other online tools

Refer to Step 1 in the following pages for more detail about the components and structure of the Academy workshops.

ARE YOU READY TO START A UNITED WAY BORN LEARNING ACADEMY?

CAPACITY AND COMMITMENT CHECKLIST

Successful implementation of a United Way Born Learning Academy requires dynamic leadership and strong commitment on the part of school and community leaders. This checklist will help you determine readiness for implementing an Academy. The rest of the Guide will provide more detail about the capacities needed and preparations for implementing an Academy.

United Way is ready when . . .

- Family engagement has been identified as a key early childhood/school readiness strategy.
- It has developed or is building a relationship with a school or school district.
- The Impact staff have reviewed this Guide in its entirety and made a commitment to support schools and partners in implementing the Academy.
- Marketing and brand staff have crafted talking points and developed a communications plan in conjunction with schools and other partners.
- Investor Relations staff have been consulted about potential donors and feel equipped to discuss the product.
- Volunteer engagement opportunities for individuals, workplace employees, affinity groups and others have been identified.
- The CEO is championing this effort.

A school is ready to implement an Academy when . . .

- The school understands the core components and requirements of an Academy.
- A school leader is championing this effort.
- The school has begun putting together an implementation team.
- A facilitator has been identified.
- A coordinator has been identified.
- A budget has been completed and funding sources and other resources have been identified.
- The school believes that developing a relationship between parents of young children and their school is key to success and has begun developing a plan to recruit and engage families.
- The school is committed to consistently collecting, entering and using data to improve implementation. Data will be used by United Way Worldwide to assess the effectiveness of the Born Learning Academy and make ongoing improvements.
- A Memorandum of Agreement has been signed.



STARTING AN ACADEMY

The following steps will ensure fidelity of program implementation and successful results.

1. Review core components and requirements
2. Confirm interest of school leadership and build team
3. Develop budget
4. Register and attend training
5. Sign memorandum of agreement
6. Develop a recruitment plan
7. Collect and submit data from sessions

STEP 1: REVIEW CORE COMPONENTS AND REQUIREMENTS

These core components as well as the requirements within them need to be carefully considered as the decision making process develops.

The Objective

The goal of the Academy is to help families prepare their child for kindergarten entry by providing information about what it means to be ready for kindergarten and by offering strategies that can be used at home to maximize their child's early learning and development. Research-based materials from the Born Learning campaign were used to create the required curriculum for the program. The short-term outcome is to increase knowledge while the long-term outcome is to foster behavior change in the daily routines/lives of the families involved. Ultimately, more families will form a relationship with the school and more children will be prepared for success when they enter kindergarten (see Appendix A: Logic Model).

If there are multiple United Way Born Learning Academies within your region, county or state, establish a network with common goals, strategies and best practices.

Program Setting and Format

Academies should take place in an elementary school setting. If families are engaged in positive interactions in the school setting before school even begins, they are more likely to feel welcomed and remain engaged. Children are also more likely to be ready for kindergarten when parents, schools and communities work together to meet the needs of the child.

The Academy is structured as six monthly workshop sessions. Sessions are lead by the designated facilitator of the Academy. Topics include:

- 1) Series Overview
- 2) Building Relationships
- 3) Ready to Read: Building Your Child’s Language Skills
- 4) Nutrition and Health
- 5) How Children Learn
- 6) Routines and Learning on the Go

Each session follows the same format/agenda including:

- Greeting and dinner
- Transition to childcare
- Activity to introduce the topic for the week
- Pre-survey completion
- Mini lecture
- Activity that exemplifies the mini lecture topic/focus
- Hands on practice of Born Learning skills
- Families practice new skills together
- Post-survey completion

STEP 2: CONFIRM INTEREST OF SCHOOL LEADERSHIP AND BUILD TEAM

The importance of convening a preliminary meeting to gauge interest and capacity for starting a United Way Born Learning Academy should not be underestimated. The purpose is to make sure everyone understands the requirements and commitment needed to be successful. Outcomes of such a meeting may include:

- Designating the facilitator and coordinator.
- Identification of potential funding sources or partners.
- Forming an implementation team.
- Establishing ties between community members.

A timeline (see Appendix B) is included to assist in planning and preparing for the start of your Academy.

Selecting a Facilitator and Coordinator

It is essential that each United Way Born Learning Academy have one facilitator and one coordinator per school who are seen as the primary leads for the program. The quality of the Academy is greatly influenced by the commitment, leadership and creativity of the implementation team.

The facilitator and coordinator need to be school personnel (i.e., Guidance Counselor, Kindergarten Teacher, Principal, FRC Director, etc.) and their roles are the following:

FACILITATOR

- Use and follow the required curriculum.
- Make the sessions accessible and fun.
- Review all training modules and become familiar with the Facilitator Guide and any parent materials prior to conducting training workshops.
- Observe skills of the participants and provide support as necessary.
- Work with the coordinator to distribute and collect pre/post surveys.
- Commit to using data to inform future sessions.
- Track children participating who are also entering kindergarten the following school year. Names of students are not necessary but rather the number of participants entering kindergarten and cumulative results of their kindergarten readiness screen.

COORDINATOR

- Develop and implement recruitment strategies.
- Make copies of all necessary materials.
- Review all materials prior to training.
- Assist facilitator in making connections between the handouts provided.
- Commit to using Academy data in an ongoing way for improvement.
- Support the facilitator in distributing, collecting and organizing pre/post surveys.
- Set up/schedule regular Implementation Team meetings.
- Understand that Born Learning is a trademark of United Way Worldwide and that United Way Born Learning Academy or Born Learning materials may not be modified or altered in any way.

Building Your Born Learning Academy Implementation Team

The establishment of a United Way Born Learning Academy implementation team is critical to the functioning of the program. The main role of this group is to provide outreach, counsel and ongoing assistance before, during and after implementation of the program. It is the implementation team's ultimate responsibility to ensure that the program remains sustained and viable. The implementation team should be diverse, consisting of:

- School leadership
- Teachers
- Volunteers for the program
- Childcare providers
- Local partners (i.e. data evaluators, sponsors, etc.)

The following are some specific responsibilities typically assumed by implementation teams:

- Promote United Way Born Learning Academies throughout the community.
- Assist in the procurement of funds and/or in-kind donations for the United Way Born Learning Academy.
- Provide input and advice regarding planning, implementation and problem solving.
- Assist the facilitator and coordinator with various program needs such as ordering materials, securing donations, set-up and scheduling volunteers.
- Assist the facilitator and coordinator in promoting cooperative working relations with appropriate agencies, community and volunteer groups and other early childhood/family support programs.

STEP 3: DEVELOP BUDGET

Program Costs

The program was designed as a low cost, high-impact strategy. Depending on local partnerships and funding streams, costs can vary considerably. Schools with lower costs generally have significant in-kind donations. There are required costs to implementing a United Way Born Learning Academy. However, there are some suggested supporting costs to consider as well. Some budget considerations are outlined here and a budget worksheet is provided in Appendix C.

CURRICULUM

- Deluxe kit: \$2,250 per school.
- Basic kit: \$1,000 per school. Does not include Born Learning tools (training materials only) and has limited number of marketing materials.
- Schools/United Way will need to purchase any additional materials at cost, beyond what is included in initial kit purchase.

CHILDCARE STIPENDS

A worksheet is included in Appendix C to help determine childcare expenses. Things to consider here include:

- Who you recruit: if paying school faculty, it will be important to be compliant with the relevant school district policy.
- Will you use volunteers? What are the school's volunteer policies?
- What criteria must childcare providers meet? What are the school's policies about adult-child interaction and supervision?
- Will you provide training for those providing childcare coverage? If so, be sure to include those hours in your calculations.
- What are the ages of the children in care? How does that affect adult to child ratios?

FOOD

- A worksheet is included in Appendix C to estimate food costs.
- This is an area where costs can be minimized through in-kind donations from restaurants, catering companies and/or grocery stores. Another option is for families to bring potluck items.
- When estimating costs, check a few menus to determine the average per person (pp) cost.
- Check for delivery, set up and other costs.
- Be sure to include staff and volunteers in addition to participants and children.

Additional Potential Expenses

Although not required, these costs are recommended to boost attendance and enhance the program. Costs will vary depending on in-kind contributions:

BORN LEARNING CONSUMABLES

This cost depends on the number of families who attend and which supplemental materials are purchased (20 of each are included in the Deluxe kit). A full table of all consumables and unit pricing is available in Appendix C.

DATA ENTRY AND LOCAL EVALUATION

When selecting your data partner, consider management and analysis capacity. Consider partnering or contracting with a local evaluator or university. You can find information about Northern [Kentucky University's Early Childhood Database here](#).

CHILDREN'S BOOKS

In addition to the Born Learning products listed above, United Way Worldwide has partnered with Scholastic to match children's books with each workshop. For each workshop, United Ways may order—at a deeply discounted rate—titles that will augment learning at home. For each workshop there are options for infants and toddlers as well as preschoolers. Every title is available in Spanish. See Appendix C for pricing.

INCENTIVES

Options include access to local attractions, gift cards, etc. as incentives to continuously attend sessions.

STEP 4: TRAINING

United Ways will serve as the community convener and provide training for schools using the Training Guide. If there are multiple United Way Born Learning Academies within your region, county or state, establish a network with common goals, strategies and best practices.

STEP 5: SIGN MEMORANDUM OF AGREEMENT

Once all initial requirements have been met, the local school must sign a Memorandum of Agreement. A sample can be found in Appendix D as well as in the Facilitator Guide. This agreement spells out the conditions under which the United Way Born Learning Academy materials can be used and provides the local community with the right to implement a United Way Born Learning Academy.

STEP 6: DEVELOP RECRUITMENT PLAN

It's never too early to start thinking about recruiting families and keeping them engaged. Ideally, workshops will include 15 adults. For bigger workshops, consider having a co-facilitator to ensure everyone gets individual support. Assuming some families will register but not attend, plan to recruit a few additional families.

The school itself is a great way to identify families for recruitment. Talk with teachers, the principal, school counselors and others to determine which current families have young children at home and would benefit from the workshops. Does the school have a newsletter? Let families know about this great opportunity. What about a PTO? There's no one better than another parent to recruit families to attend.

Nearby childcare centers are another vehicle for recruitment. Contact the center director to tell them about the workshop. What about apartment complexes and housing developments? Head Start?

Where else in the school neighborhood do families live, work, play and pray? All are great opportunities to engage families.

RECRUITMENT TIPS

- Provide personal invitations through phone calls/emails and home visits.
- Make follow-up and reminder phone calls/emails to potential participants.
- Send flyers home on multiple occasions for each session.
- Schedule workshop times to meet the needs of participants.
- Provide attendance incentives.
- Encourage attendees and graduates to bring a guest.
- Actively seek new participants to attend throughout the year.
- Communicate success of each session to school staff, Family Resource Center Advisory Council, school board, United Way, community and parents.
- Organize a graduation celebration for parent /caregiver participation.

CONTINUED ENGAGEMENT FOR ACADEMY GRADUATES

- They become ambassadors for the program and can support future recruitment efforts.
- They are a prime group to pull from for PTOs and PTAs, site-based councils, classroom volunteers, etc.
- They can serve as mentors for future classes.
- They can be trained to teach future sessions.
- School personnel can connect families to additional resources, including public library programs, health department, high quality childcare, etc.
- They can form an alumni group and plan activities together.
- They are recognized at events as Born Learning Academy Graduates or Ambassadors.

The key is keeping them connected to the school, to local resources and to each other; helping them feel welcomed and a part of the school as time goes on.

STEP 7: COLLECT AND SUBMIT DATA FROM WORKSHOPS

A foundational principle of the Academy is using data to drive decisions and continuous improvement. The United Way Born Learning Academy materials are revised and updated in an effort to have the most effective curriculum. This is done in response to workshop data, the experiences of local partnerships implementing Academies and feedback from program participants. A advisory group is convened to provide guidance on all continuous improvement activities.

Your local data is a critical component in informing future action and improved outcomes. That is why all participating schools are required to collect data and information on their Academy. Data include:

- Pre/Post Performance
- Overall Participant Feedback
- Attendance Results
- Demographics

Outcome data is imperative in helping to continuously evaluate and improve the curriculum, training and your school's success with its Academy. Implementation Teams must use this information to help inform practice and preparation for the next workshop.

Schools may choose their own data partner to manage data analysis, or may enlist the services of [Northern Kentucky University's Early Childhood Database](#).

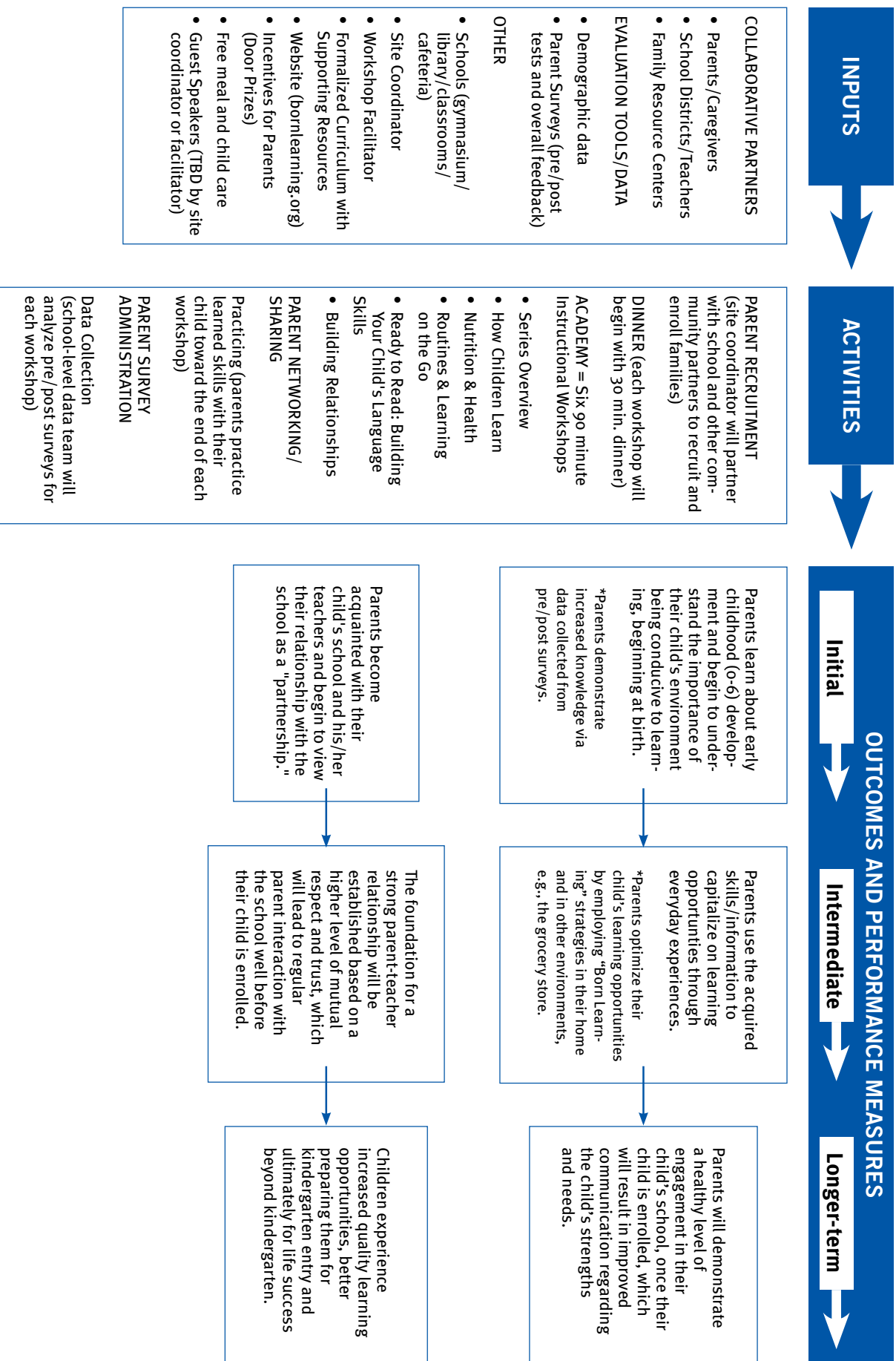
Surveys are available for download at www.bornlearning.org in the Academies section of the site.

ENGAGING PARTNERS TO SUPPORT AN ACADEMY

Corporate partners, volunteers and others will love this opportunity. The Academy's Return on Investment, evidence-based approach and outcomes make it an easy sell. From funding an entire Academy and providing in-kind contributions to volunteering and providing childcare, there are lots of opportunities for engagement.

- Schools can direct Title I or other funds and dedicate staff to support the Academy. School districts receiving \$500,000+ in Title I funds must spend at least one percent of those funds to develop and implement comprehensive family engagement activities. This is a perfect fit.
- Corporate partners can sponsor an Academy at one or several schools.
- Workplace campaign employees can volunteer to co-facilitate workshops, help with childcare, be part of a book drive, greet families or serve on an Implementation Team.
- Affinity groups can do a book drive, underwrite the purchase of books and solicit local businesses for meals and giveaways/incentives for families.
- Local restaurants and caterers can provide meals and grocery stores can provide snacks.

UNITED WAY BORN LEARNING ACADEMY LOGIC MODEL



SAMPLE TIMELINE

JANUARY

Convene a preliminary meeting to gauge the interest of school leadership and capacity for starting a United Way Born Learning Academy.

FEBRUARY

Build implementation team and convene meeting.

Share history of Born Learning Academy.

Review project core components and make sure the implementation team understands the requirements and commitment needed to be successful.

Recruit the school facilitator and school coordinator.

MARCH

Identify existing resources and gaps in resources.

Develop a plan to identify potential funding sources and partners.

Develop a plan to begin recruiting families.

Begin building excitement and interest by meeting with PTO/PTA and site-based council, etc. (i.e. School/Community Council).

Register online and sign Memorandum of Understanding.

APRIL

Meet with school staff to provide Academy history and overview.

Begin training via web-based modules.

Determine data collection methods.

Outline the role of all staff in recruitment and ongoing engagement.

MAY

Meet with implementation team to schedule workshops.

Begin gathering and/or ordering necessary educational materials and incentives.

Think through possible obstacles you'll encounter during the start-up year and how to overcome them

JUNE

Begin home visits to recruit families.

Promote United Way Born Learning Academies within and outside of the community.

JULY

Continue home visits and recruitment activities.

Begin planning Academy Launch via Kick-Off Event, Meet and Greet, etc.

AUGUST

Academy Launch!

SEPTEMBER-MARCH

Plan, prepare and execute Workshops 1-6.

Include key strategies to follow up and keep connected with families in between each session.

Implementation team meet day after Workshops to review data strengths, opportunities and next steps.

Begin discussing how your school will keep families connected and engaged during and after Academy.

MAY

Host a graduation to highlight successes, thank families, volunteers and staff.

Recognize importance of school/family partnership during child's career.

Ask graduates to become Academy Ambassadors.

BUDGET WORKSHEETS

Note: An Excel version of the budgets worksheets and tables, along with a Scholastic order form, can be downloaded from www.bornlearning.org.

Annual Expenses (6 workshops)	Projected 20__-20__	School Contribution	United Way Contribution	Sponsor(s) Contribution
CURRICULUM				
Academy Kit*				
Consumables*				
Database mgmt**				
SUBTOTAL	\$	\$	\$	\$
PERSONNEL				
Facilitator				
Coordinator				
Childcare				
SUBTOTAL	\$	\$	\$	\$
OTHER				
Food				
Supplies				
Children's books				
Giveaways				
SUBTOTAL	\$	\$	\$	\$
TOTAL	\$	\$	\$	\$

*Kits and consumables can be purchased through your local United Way at bornlearning.org.

**NKU database license optional.

BUDGET DIRECTIONS

CURRICULUM

Born Learning Academy Kit—two different versions; check www.bornlearning.org for pricing information.

Consumables—Use the Consumables table to determine what Born Learning resources to order and their cost. Twenty copies of each consumable in the table are available in the Deluxe version of the toolkit.

Database license is not included in the Academy Kit. Schools may pursue their own data partner, or enlist the services of Northern Kentucky University's Early Childhood Database.

Born Learning Consumables	Workshop	Unit Cost	Quantity	TOTAL
GIVEAWAYS				
Kid Basics: full version	1	\$7.50		
Begin with Love DVD	1	\$4.50		
Recipes for Learning	5	\$14.50		
Grocery List Pads	4	\$6.75		
HANDOUTS				
Playbook	1	\$1.95		
Are You Baby Smart?	2	\$.65		
Fun and Games with Songs	2	\$.65		
Make Reading Fun	3	\$.40		
How Does Play Encourage Literacy?	3	\$.40		
Kid Basics: Meal Ideas	4	\$.65		
How Do I... Illness	4	\$.40		
How Do I... Sleep Habits?	4	\$.40		
Your Child @	5	\$.45		
Understanding Children	5	\$.40		
Talking and Listening	5	\$1.95		
Learning on the Go	6	\$3.00		
TOTAL				\$

PERSONNEL

Use this table to determine annual staffing expenses. Refer to STEP 3 for more guidance on childcare expenses.

Personnel	# Hours/Year	Hourly Rate	TOTAL
Facilitator			
Coordinator			
Childcare			

OTHER

Use this table to estimate food expenses for all six workshops. Refer to STEP 3 for more guidance on food expenses.

Food	#	Cost/Person	TOTAL (*6 workshops)
Children			
Adults			

CHILDREN'S BOOKS

In order to get the lowest price, it is advisable that United Way order books through Scholastic on behalf of the school. Use the Excel version of the Scholastic order form to estimate costs. It can be found in the Academies section of www.bornlearning.org under Getting Started.

SUPPLIES

In order to determine this cost, it is best for the facilitator to read through each workshop and determine what supplies will be needed. Costs should factor in the number of anticipated participants at each workshop, what items are already available in the school, and should include anything needed for activities for children in childcare. Costs can be minimized by soliciting local businesses for in-kind donations.

GIVEAWAYS

Giveaways are useful to incentivize participation. Beyond Born Learning consumables and children's books, options for incentives include access to local attractions, gift cards, etc.

MEMORANDUM OF AGREEMENT AND IMPLEMENTATION STANDARDS

THE PARTICIPATING ELEMENTARY SCHOOL WILL:

- Agree to implement United Way Born Learning Academy in elementary school setting.
- Review required core components of a United Way Born Learning Academy.
- Provide in-kind or monetary support for the Academy (i.e. PTO/PTA, Title I parent involvement, business partner, etc.).
- Develop and plan for recruitment and retention of families.
- Sign Memorandum of Agreement.
- Form a United Way Born Learning Academy Implementation Team for your site.
- Ensure that the same person(s) serves as the Workshop Facilitator for all six sessions. If guests or visiting experts are invited, extra time may need to be added to the end of the session to explore these resources.
- Ensure school and/or district leadership attends Academy sessions and graduation.
- Commit to keeping Academy families engaged until their child enters kindergarten and beyond.
- Ensure that data is entered into data management system within one week following each session.
- Provide support to workshop coordinator by allowing them the time to accomplish the goals of the Academy.

THE WORKSHOP COORDINATOR WILL:

- Review required core components of a United Way Born Learning Academy.
- Understand that Born Learning is a trademark of United Way Worldwide and that United Way Born Learning Academy or Born Learning materials may not be modified or altered in any way.
- Sign Memorandum of Agreement.
- Assist Workshop Facilitators in making connections between the handouts provided to parents and caregivers and the key objectives/ideas.
- Ensure that the same person(s) serves as the Workshop Facilitator for all six sessions. If guests or visiting experts are invited, extra time may need to be added to the end of the session to explore these resources.
- Ensure on-site childcare for children of Academy participants.
- Commit to using data in an ongoing way to track program participant's gain in knowledge.

- Collect, organize and enter data within one week following each session.
- Commit to keeping Academy families engaged until their child enters kindergarten and beyond.
- Ensure media coverage is obtained for the program and hold a graduation ceremony for participants following the sixth session.
- Coordinate with pre-school teachers and local Head Start programs to assist in recruiting families to the program, inclusive of siblings younger than pre-school age.

THE WORKSHOP FACILITATOR WILL:

- Respond in a timely manner to requests from Academy Project Manager and participate in conference calls and trainings.
- Sign Memorandum of Agreement.
- Adhere to the research-based United Way Born Learning Academy curriculum.
- Preview all links and materials to ensure they are working and/or available.
- Adapt to the skills/knowledge of the participants and provide support as necessary.
- Understand that Born Learning is a trademark of United Way Worldwide and that United Way Born Learning Academy or Born Learning materials **may not be modified or altered in any way.**
- Identify a United Way Born Learning Academy alumni to assist with implementation in future years.

Please list:

 NAME OF SCHOOL DISTRICT

 NAME OF PARTICIPATING SCHOOL

Please have the following individuals sign:

 DISTRICT SUPERINTENDENT

 PRINCIPAL OF PARTICIPATING SCHOOL

 COORDINATOR OF PARTICIPATING SCHOOL

 FACILITATOR OF PARTICIPATING SCHOOL

United Way Worldwide
701 North Fairfax Street
Alexandria, Virginia 22314 U.S.A.
UnitedWay.org

For more information, email:

contact.bornlearning@unitedway.org

