

Marketing and Authentic Family Engagement



Presentation Objectives

- Using data as a tool for preparing your application and understanding your families and your community
- Family engagement as a recruitment and retention strategy
- Marketing your program (beyond a flyer)
- Learn about the support you need to prepare the application



Two vertical bars, one yellow and one dark blue, are positioned in the top right corner of the slide.

**"The greatest
value of a picture
is when it forces
us to notice what
we never
expected to see."**

—John W. Tukey

VISAGE.CO



Planning:

Use Data to Make the Case!



- Who are the priority families in your community?
 - How many are there?
- How many children ages of 0-5 live in your community?
- Needs assessment: What are the most needed resources by families in your community and/or program?
 - What resources meet this need?
 - MOU with local health clinics
 - Social Service agencies, etc...
 - How can you connect families to these resources?
- Who are the other early learning programs in your community?



Priority Populations (DFSS RFP)





Sub-Priority Populations (DFSS RFP)



- Immigrant, new American, and undocumented populations
- Pregnant women and parenting teens
- Mothers who have perinatal challenges due to homelessness, substance abuse, educational barriers, or other factors
- English language learners
- Children with disabilities and medical conditions
- Children and families experiencing homelessness
- Families with incarcerated parents



Community Needs Tools

DFSS, Chapin Hall, and Chicago Early Learning

- Access information on children, families, and their communities in discrete areas of Chicago.
- Use it to identify community needs in your service areas, which may cross, extend beyond, or be specific areas within Wards, Census Tracts, or Community Areas.
- Access data focused on young children, including demographic information for children under age six, community-level risk factors, and family composition information.



<http://cnat.childserviceschicago.com/>



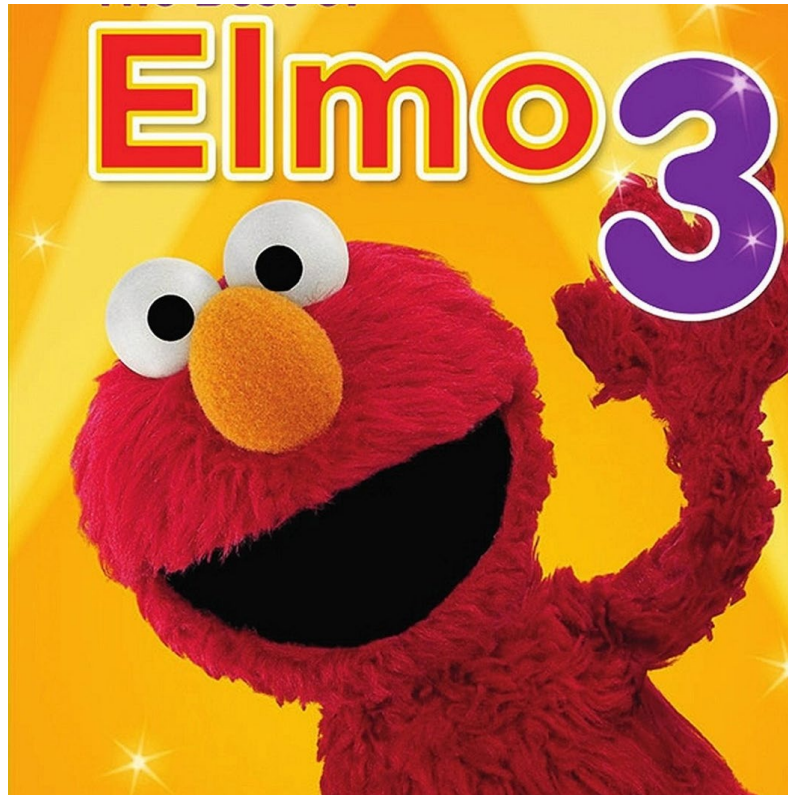
Weighted Eligibility Criteria



CRITERIA	POINTS	ISSUED POINTS
HIGHEST PRIORITY (if any marked with an "*" is selected, family should be immediately enrolled)		
*Homeless	200	
*Child and/or Mother is in Foster Care	200	
*Receiving Public Assistance SSI, TANF (documented/cash benefits only)	200	
*Family income at or below 50% of Federal Poverty Level	200	
Child with diagnosed disability with IEP/IFSP/504B or is referred for special education evaluation (parent must provide documentation of referral for evaluation & proof of family income)	200	
SECONDARY PRIORITY		
Mother is pregnant (EHS only)	100	
Sibling of currently enrolled Head Start or Early Head Start Child	100	
Transitioning from EHS	100	
Family is in the DCFS system (including those receiving intact services)	100	
OTHER FACTORS		
Family income at or below 100% of Federal Poverty Level	50	
Receiving SNAP	50	
Child is 3 years old (includes 2 years old at time of enrollment)	50	
Teen Parent (at time of birth of child)	50	
Single Parent Family	50	
Relative or Grandparent (primary caregiver)	50	
Parent/Caregiver primarily speaks a language other than English at home	50	
Primary Care Giver has less than 12 th grade (high school diploma)	50	
Returning Child from previous HS program	50	
Child's Parent/Guardian active military or veteran	50	
Screening indicates delays in development but no referral to special education at this time	50	
Total Points		

+ 3 Year Old Enrollment

Let's Chat





Think about Eligibility Mix



PFA and CCAP

- Working families / parents enrolled in school
- Family incomes below 200% of FPL

Head Start and PFA

- Families with incomes below 100% of FPL
- Lack of need for working day child care programs

Head Start, PFA and CCAP

- Families with incomes below 100% of FPL
- Significant number of families in low-wage jobs or in school



Family Engagement - Recruitment



Remove Barriers to Enrollment



- Reduce paper-work
 - Determine documents needed to enroll right away
 - Integrated enrollment plan at your school/EL program
- Help families obtain documents needed to enroll
 - Create funding opportunities to help pay for vital records
 - Learn about resources that support families with documents (McKinney Vento, etc).
 - CCAP Rule for Homeless Families (90 Days)
 - Locate Emergency Funds in your community
- Offer full menu of early learning options for families
 - Learn about other early programs and refer families
 - “No wrong door” for families
- Enroll families that may not qualify for all funding streams (CCAP)

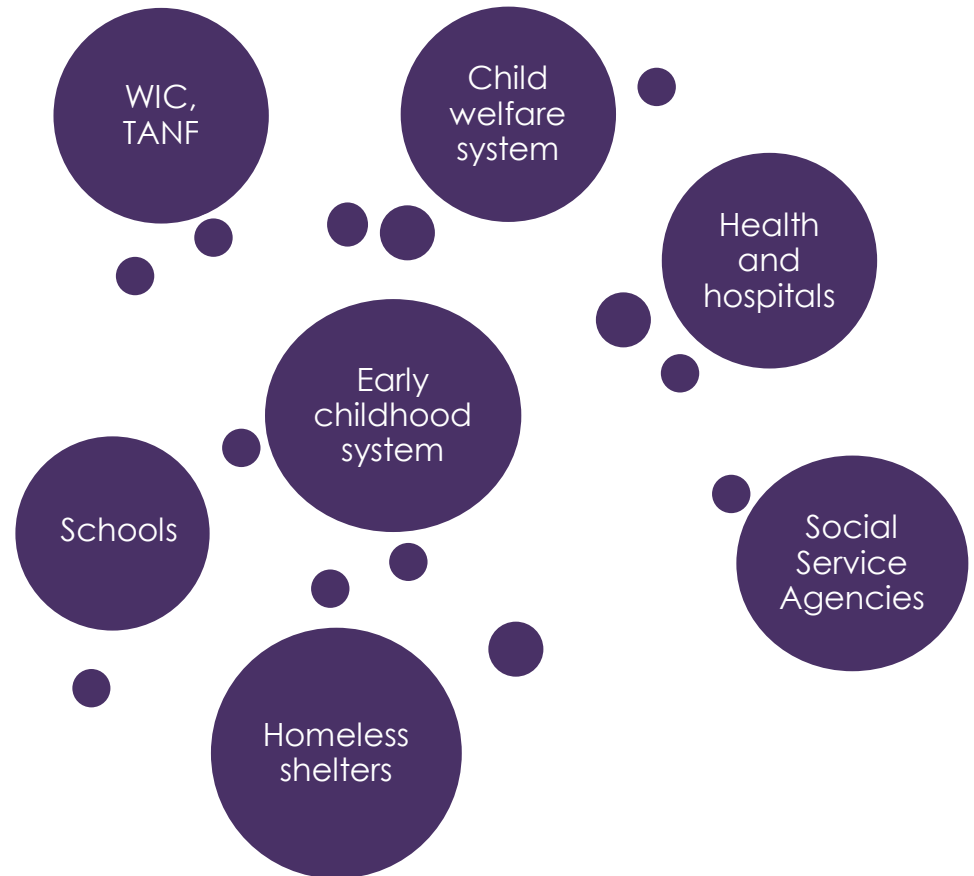




Finding Priority Families –where are they?



- Current:
 - Disconnected systems
 - Some sharing, based on relationships
 - Silos, no time or limited resources to connect





Creating Pipeline of Referrals with Community Partners



■ After:

- Cross-training
- Sharing information and resources
- Enrollment,
- Documentation
- Facilitate referrals





Know Your Community-

And Make Sure Your Community Knows You!

- What are the valuable community organizations and resources that serve families with young children?
- What CPS Schools are in your area?
 - Cross Referrals
- What CFC serves your area? Are they aware of your organization and its resources?
- What programs have supports needed by the families in your program?
- Opportunities for partnership
 - Clear ask
 - Clear referral strategy
 - Memorandum of Understanding (MOU)





Community Collaborations

- Convene and facilitate regular collaboration table focused on early learning

- Identify barriers to enrollment and attendance in early learning programs

- Design and implement strategies to improve and address enrolment and attendance issues

- Engage in Action Learning Process

Anticipated Activities

- Identify early learning stakeholders that need to be convened
- Hold regular community collaboration meetings to develop shared agenda and shared accountability
- Conduct or refine community needs assessment
- Identify root causes to issues regarding enrollment and attendance
- Engage families to collect qualitative data on barriers
- Prioritize barriers and design solutions to address the barriers
- Develop strategies to increase enrollment and target root causes of barriers
- Use data to understand attendance of young children in local schools
- Engage families in designing solutions for barriers
- Integrate an action learning process within collaboration work
- Provide ongoing feedback to IAFC to inform challenges with enrollment and retention
- Engage in statewide conversations on community systems and leverage statewide resources to improve strategies



Existing Community Collaborations

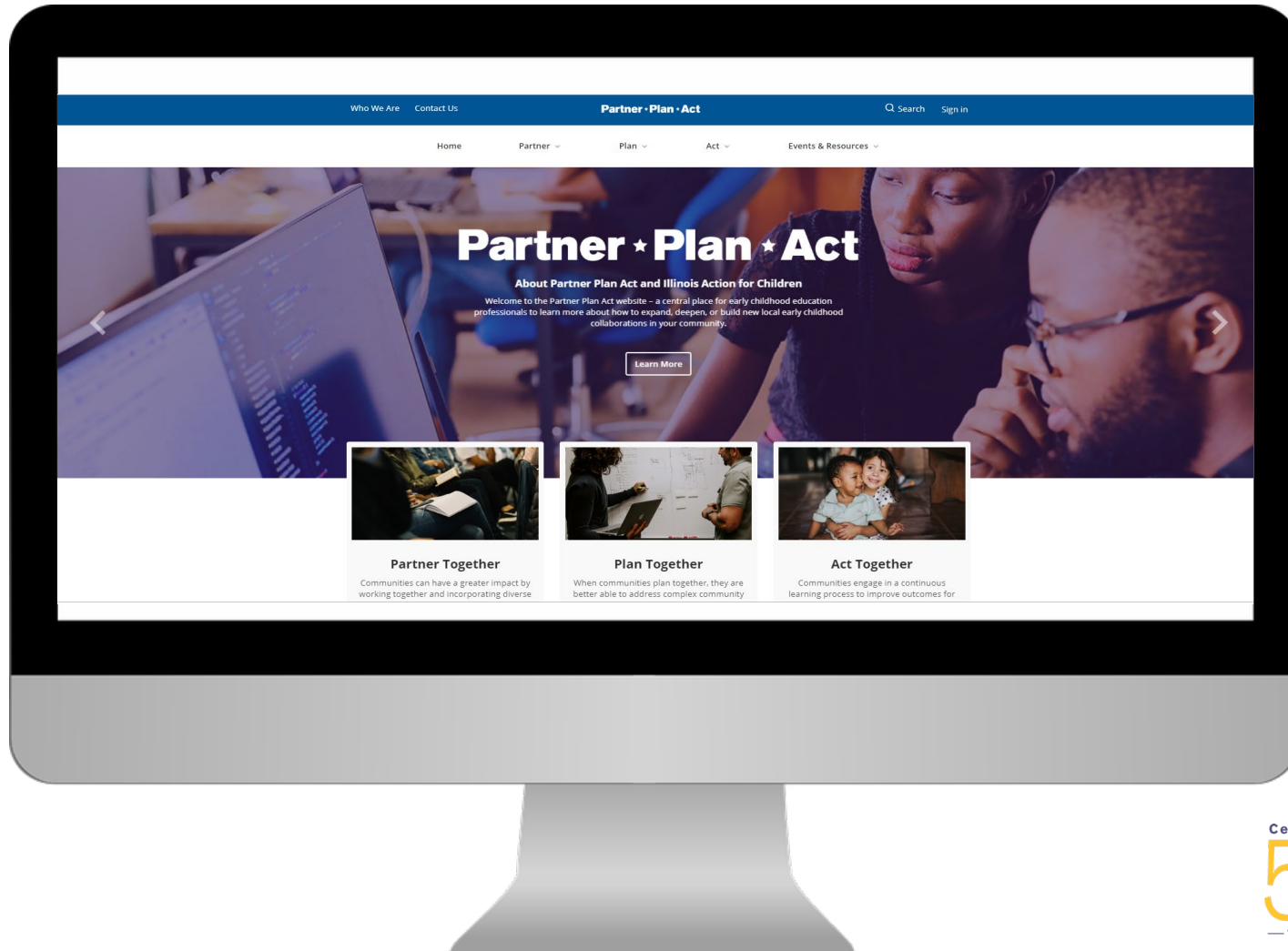
- Altgeld Gardens/Riverdale
- Englewood
- Logan Square
- North Lawndale (North Lawndale Early Learning Collaboration)
- Austin (Austin Coming Together)
- Little Village





Partner Plan Act Website

www.partnerplanact.org





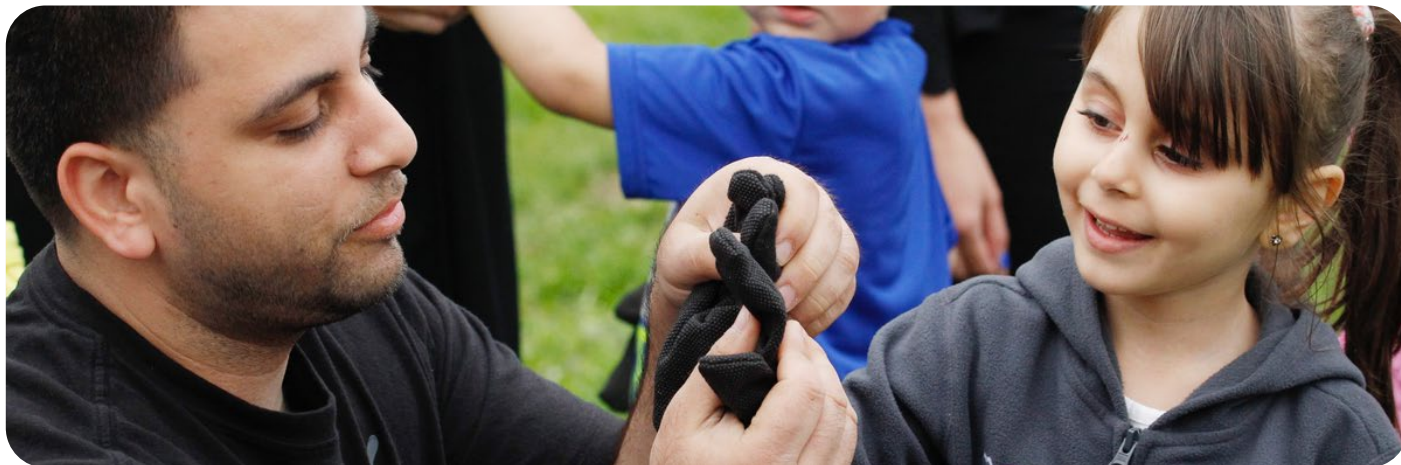
Family Engagement – Retention of Families



Family Engagement (Goal – RFP)



Engage and support families by providing them with meaningful ways to interact with their children's learning and development and attain their own personal goals. Children develop within the context of families and communities – stable families and communities foster strong children.





Principles of Family Engagement



- Children and families do best when their communities are engaged and invested in their success;
- Parents and guardians are children's primary teachers, and programs must partner with, and support them in this role through strong engagement programs;
- Families should be engaged with strengths-based practices that meet families where they are;
- Family engagement is relationship-based and develops over time;
- When family members develop their own goals, they are more likely to feel enthusiastic, motivated, and committed to following through, so programs must value the family's passion for their child and family in the goal-setting process; and
- Children develop within cultures and communities and CEL programs are responsive to and respectful of children's home cultures and communities.

+ Family Engagement

What is it?

- Interactive
- Inclusive
- Goal-Oriented
- Ongoing
- Intentional
- Bi-directional
- Partnership and Collaboration
- Culturally & Linguistically Responsive
- Strengths-based
- Engagement vs involvement

Who is involved?

- Program Leadership
- Family Support/Family Engagement Team
- Teachers
- Families
- Parent Educator
- Mental Health Staff
- Administrative Staff
- Operational Staff



Head Start Parent, Family, and Community Engagement Framework

Positive & Goal-Oriented Relationships

Equity, Inclusiveness, Cultural and Linguistic Responsiveness

PROGRAM FOUNDATIONS	PROGRAM IMPACT AREAS	FAMILY OUTCOMES	CHILD OUTCOMES
Program Leadership Professional Development Continuous Learning and Quality Improvement	Program Environment Family Partnerships Teaching and Learning Community Partnerships Access and Continuity	Family Well-being Positive Parent-Child Relationships Families as Lifelong Educators Families as Learners Family Engagement in Transitions Family Connections to Peers and Community Families as Advocates and Leaders	Children are: Safe Healthy and well Learning and developing Engaged in positive relationships with family members, caregivers, and other children Ready for school Successful in school and life



Important Components of Authentic Family Engagement



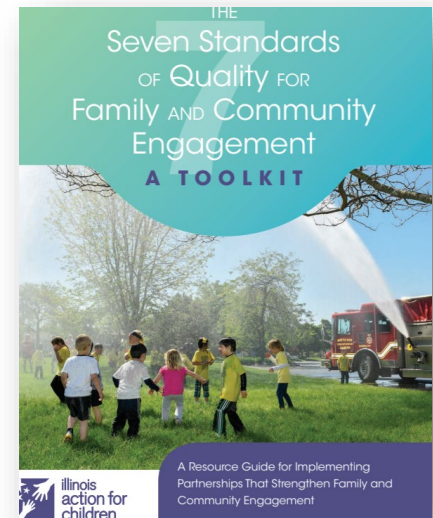
- Comprehensive – Intake through Transition
- Reflect the diversity of families
- Be equitable
- Inclusive
- Positive & Goal Oriented Relationships
 - Communication
 - Family's Needs & Feedback Inform Program
 - Data Informed
 - Collaborative Activities with Families
 - Community Resources & Family Support



Seven Standards of Family and Community Engagement



1. System-wide, written family and community engagement policies
2. Relationship-based working with diverse families
3. Goal-oriented approach to working with families
4. Active community engagement and partnerships
5. Systemic collection of data
6. Staff knowledge and training to build strong family-program relationships
7. Transitions





Family Engagement in Your Application



- Indicate which educational program and family engagement models your agency will use to achieve the desired outcome goals specified within this RFP.
- Family Support is now required for all center-based programs (32 or 34 family caseload)
- Service delivery models must provide strong family engagement services that support continuity of relationships, regardless of challenges, so that all families are supported to set and achieve their family goals.
- Family Engagement plan should address the principles of family engagement outlined in RFP



Marketing



Your Organization's Brand



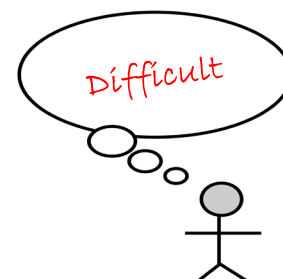
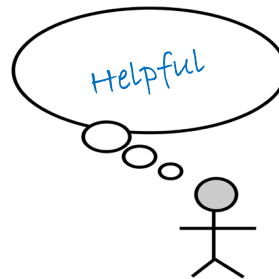
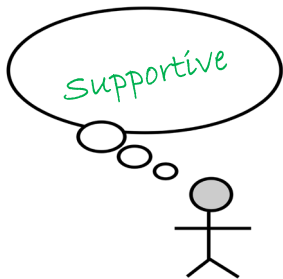
**What does “Brand”
mean to you?**



A Brand Is...

What people think about your organization.

- A brand is made up of **perceptions, experiences, and beliefs** about an organization.
- A brand is the sum total of all the impressions your constituents have:
 - Based on every interaction they have had with you, your organization, and your products and services. Each one of these interactions tells a story.
- *Branding* is the art of **aligning what we want people to think** about our **organizations with what people actually do think** about our organizations. And vice-versa.



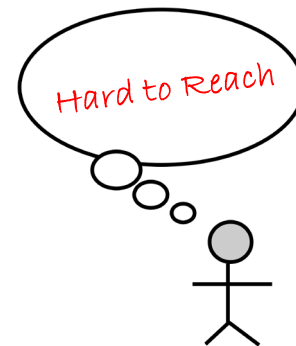
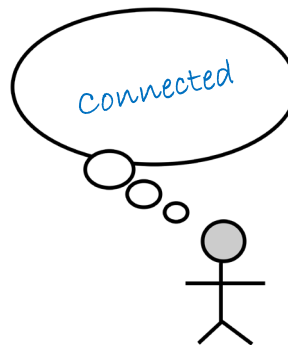
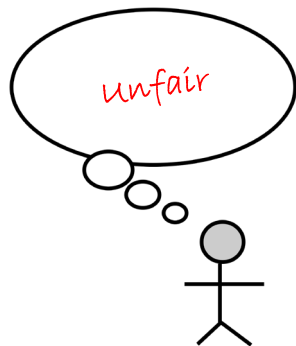
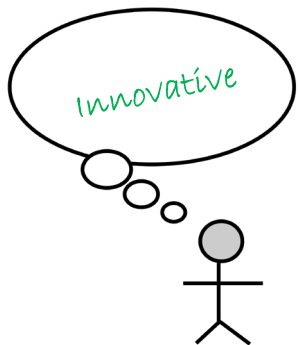


Your Brand Is Important Because...

It's what people think about your organization.



- Explains why you exist
- Showcases what your expertise is and how you are responsive to issues affecting ECE
- Demonstrates what you believe and why anyone should believe in you (your organization)
- Persuades with why and how to join (benefits)



+ Leverage Your Brand in Your Marketing

Tell a compelling story.



■ Express Your Leadership/Expertise

- *Illinois Action for Children is a state and national leader in the early care and education community and stands distinguished by its “Strong Families, Powerful Communities” approach to child development, Pre-K and Head Start education, and other family and community supports.*

■ Express Your Beliefs

- *IAFC believes that these supports work best to ensure school and life success when administered as part of a comprehensive system that includes parents and communities.*



+ Leverage Your Brand in Your Marketing

Tell a compelling story.



■ Express Your Impact

- *IAFC serves 150,000 children and families every year to ensure they have access to high-quality early care and education opportunities.*

■ Express Why You Exist

- *Illinois Action for Children exists today because of the recognition that American families, to be self-sufficient, need access to high-quality opportunities that provide the foundation for a lifetime of learning, prosperity, health, and happiness.*





Start With What You Already Know





Putting it Out There

Goals. Audience.
Messages. Tactics.



Hello, Marketing!



About Marketing



- **Creates & Delivers Products to Customers**
 - “Products” are your services
 - “Customers” are the beneficiaries of your services (directly and indirectly)
- **Communicates Information and Opportunities to Customers**
 - This is accomplished through compelling messages and relatable stories



Marketing Goals

Begin with the end in mind.

- Start with your overall organization-wide goals – or **start with the goals and evaluation criteria outlined in the RFP.**
- Brainstorm a list of ideas of how **marketing can advance these goals.**
- Evaluate your list
 - Does the team have **capacity and/or skills?**
 - Is there room in the **budget** for it?
 - **Is it essential** for achieving the organizational goal?
- Use your list of ideas to **create your marketing goals.**



Create Marketing Goals

Example

Organization Wide Goal #1

***Achieve full
enrollment by
September 1***

The door announcements, posters, and literature were eliminated due to cost and difficulty to distribute.

How Marketing Can Advance this Goal

- Host free open house(s)
- ~~Deliver door announcements to homes in the community~~
- Update or create listings on internet search sites (Google My Business, Yelp, etc.) and local chamber of commerce website
- ~~Distribute posters and take-away literature to local businesses and agencies~~
- Produce e-newsletter on early childhood development topics and email to parents and other agencies

Possible Marketing Goals

- Meet 20 new eligible families at open house
- Complete online listing updates by May 15
- Develop and distribute e-newsletter 4 times (May-August)



Profile Your Audience

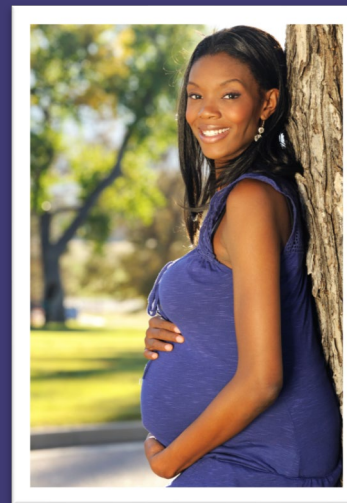
Learn to relate to them, so they relate to you.

- Who are the people that will participate in your program?
- Who are the people that will champion and promote your program?
- Who else needs to know about your program?
- ❖ **Why should they care about your organization?**
- ❖ **How do they find information?**
- ❖ **Who else needs to know about your program?**
- ❖ **What are some obstacles they face?**
- ❖ **What do they and don't they know about you?**



New Mom Profile: Makayla

Profession	Demographics
Makayla goes to community college part-time and works part time at a neighborhood hair salon.	Age: 21 Income: \$19,000 Education: High School Relationship Status: Single Housing Status: w/Relative
Challenges	Goals
Budgeting Child care Work-life balance Health care	Apartment Finishing school Working full time
How we can help	
Provide referrals for child care, especially during evening hours. Connect to health care resources in the community.	
Concerns, objections, or barriers	
I'm not comfortable leaving my child with someone I don't know. I rely on public transportation. What if I have an emergency?	



Makayla says:

"I really want to work full-time and continue school part-time but it's difficult to find child care because I work until 8 or 9 at night."



Create Compelling Messages

Say it simply, consistently, and often.

Reach the right people, at the right time, with the right message.

- What are the main points each segment of your audience needs to **understand** about your organization?
- What is the main thing you want your audience to **remember** about your organization?
- What **actions** do you want your audience to take when they learn about your organization?
- Internally, how does **your team** describe or talk about your organization?

+ Create a Message Map

Key Overarching Message

Our Early Child Care program provides educational and social development activities for children, educational opportunities for parent education, and connections to community resources for families to ensure that children are ready for success when they enter kindergarten.

Key Message 1

Child-centered

- Age-appropriate learning materials and environments, play-based curriculum,
- Variety in activities and settings from 1:1, small-group and whole class
- Qualified teachers and appropriate teacher-child ratios

Key Message 2

Parent education

- Monthly parent education workshops
- Monthly parent newsletter
- Home visiting
- Parent education curriculum
- Extended hours (6 a.m. to 7 p.m.)
- Transportation services

Key Message 3

Community Resources

- Job services
- Financial planning
- Health care
- Housing
- Substance abuse
- Domestic violence
- Mental health



Marketing Tactics

Reach the right people, at the right time, with the right message.

- Note the placement of this slide in the conversation – **avoid the temptation to start with tactics.**
- Make a list of the marketing vehicles that you are able to utilize.
- Identify the vehicles that seem most appropriate for achieving your goals.
- Based on your audience profile, which vehicles will be the most effective for reaching them.
- Start small and add on over time.



IAFCs Marketing Vehicles Include:



In Person



Website



Social Media



Word-Of-Mouth



On-Hold
Messages



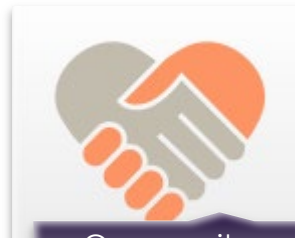
Signage



Trainings



Networking &
Events



Community
Partners



Donors &
Volunteers



Handouts &
Flyers



TVs At Walk-Ins



Email



Direct Mail



Question Your Approach

Answer these questions about each tactic:

- What will you do with this tactic?
- Who will execute this tactic?
- When will you launch this tactic?
- Why is the tactic important?
- How much will this tactic cost?
- How does this tactic support the organization and marketing goals?





Finalize Your Approach

Example

- **What:** Pay for placements in Google search on relevant keywords like “child care in Uptown”, “Preschool 60640”, “Early Learning Program”
- **Who:** Trish will be responsible
- **When:** Monthly ad spending May – August
- **Why:** PPC can put our organization near the top of search results making it easier for potential families to find us
- **How much:** \$25/month for 4 months = \$100
- **How it supports goals:** It will drive more qualified traffic to our website to find more information about our program





Plan Your Work. Work Your Plan.

Create and Maintain a Marketing Calendar

March - April 2019

◀ 1 Month ▶

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
March 17	18 4imprint Stress Balls	19 IAFC Policy Agenda webinar to past webinar	20 Take Action! Support HB 3567 to Expand CC Please Create Email sign up for Bridges E.N. Reprints	21 SIA 19 printed signs	22 LEM Dept. Hiring Flyer
24	25 Flyer for PPA E-newsletter	26	27 Employee Retirement Interaction Post	28	29 Lead Mitigation Email
31 April 2019 Starbucks Book Drive Campaign	April 1 Request for Supports- webpage update and Web Page Edit	2	3 Business Cards Business Cards Business Cards Business Cards	4 Web Post Child Care Fact Sheets Lead in Water web page update Post Fact Sheets on Website	5 Please Update Donation link on Advocacy P Halogen Learning Library Job Aids Business Cards Summary Report/CAP HFP Spanish Provider Handbooks
7	8 Chicago Community Area Profiles Business Cards	9	10 LEM Envelopes Early Learning Ambassador Flyer Recruitment and Outreach "Back To School"	11	12 Reprint of Folders for Early Childhood Ment.
14	15 Healthy Food Program Tasty Times May Iss Business Cards Mental Health Consultants	16	17 IAFC Tote Bags	18 IAFC A-4 Envelope Order	19



Helpful Resources

Tools, Tips, and Tricks



- Google My Business
- Claim your business on Yelp
 - Larger orgs, look also at the job sites like Indeed and Glassdoor
- Ask your parents to write reviews
- CitySearch
- Neighborhood Chamber of Commerce
- Create and prioritize a list of businesses and agencies in your community you'd like to enter into an MOU with





Next Steps



Pre-proposal webinar

April 9, 2019

12:30 p.m. – 3:30 p.m.

Registration Link on City Of Chicago eProcurement Page

In-person Bidders' Conference Meetings

April 11, 2019

Woodson Library

9525 S. Halsted St.

10:00 a.m. -1:00 p.m.

April 16, 2019

Truman College

1145 W. Wilson Ave.

12:00 noon – 3:00
p.m.

April 12, 2019

Kennedy King College,

6301 S. Halsted St.

9:30 a.m. – 12:30 p.m.

April 16, 2019

Malcom X College

1900 W. Jackson Blvd.

5:00 p.m. – 8:00 pm.



Questions?

THANK YOU!

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