

Co-Designing Solutions With Families:  
The Early Learning Lab's Parent Innovation Institute  
Partner Webinars

January 28, 2020



[gradelevelreading.net](http://gradelevelreading.net) @readingby3rd #GLReading #LearningTuesdays



**Sheetal Singh**  
Executive Director  
Early Learning Lab



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Design & Technology Strategist  
Early Learning Lab

# Our mission

The Early Learning Lab works to ensure children's healthy development and kindergarten readiness. We identify and spread smart innovations and technology solutions that equip parents, caregivers, and teachers with better ways to help children from birth to age 5, when it matters most.



# Lab Initiatives



Quality teaching and learning



Family and caregiver support



Innovations and technology solutions



**Tell us in the chat box!**

**What challenges do you face around engaging parents and families in your work?**

# What is Human-Centered Design?

# THE METHODS



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## INSPIRATION

In this phase, you'll learn how to better understand people. You'll observe their lives, hear their hopes and desires, and get smart on your challenge.



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## IDEATION

Here you'll make sense of everything that you've heard, generate tons of ideas, identify opportunities for design, and test and refine your solutions.



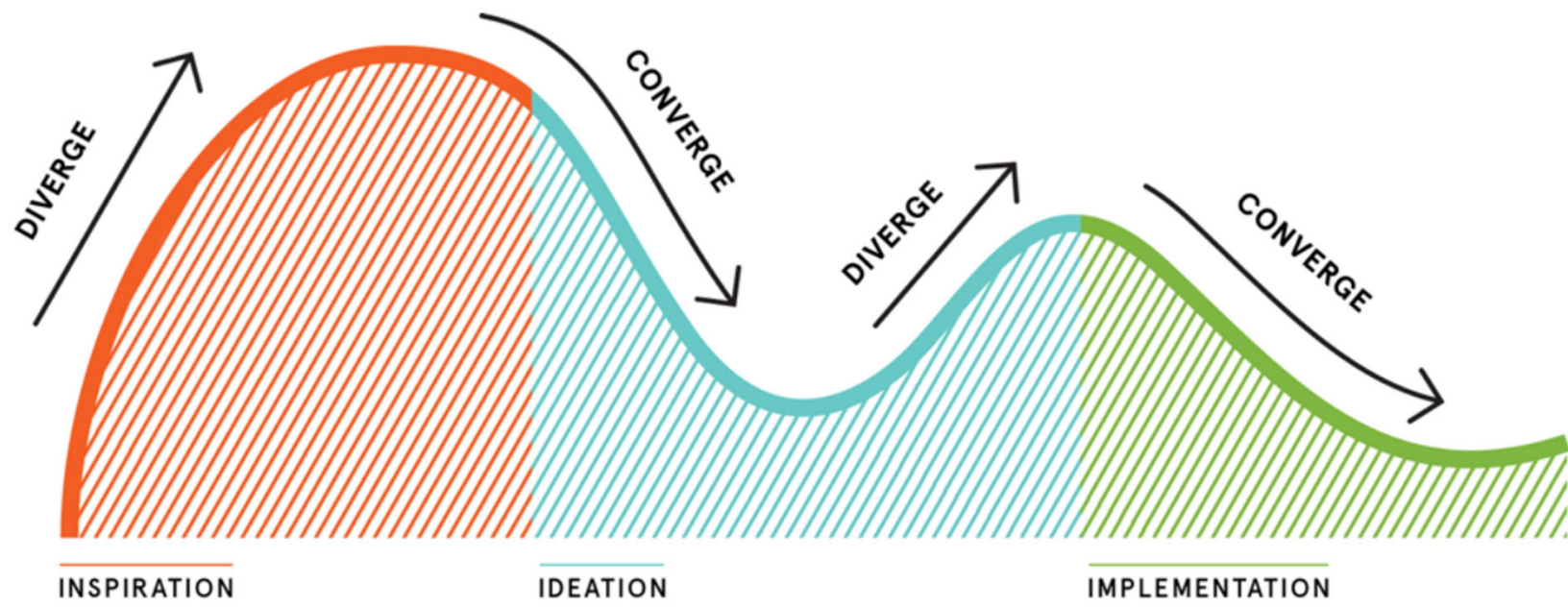
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## IMPLEMENTATION

Now is your chance to bring your solution to life. You'll figure out how to get your idea to market and how to maximize its impact in the world.



[designkit.org/methods](https://designkit.org/methods)



# Case Study:

How can we apply  
human-centered design  
for family engagement?



THE OAKLAND  
Parent  
**Innovation  
Institute**

# Challenges



There is often a disconnect between family-serving organizations and parents, so programs don't engage parents effectively to design services for their needs.



Organizations and parents typically don't have the skills and tools they need to work together to innovate and improve offerings for children.



Too often, family-serving organizations in a community compete for scarce funding and don't collaborate to enhance their programs and services.

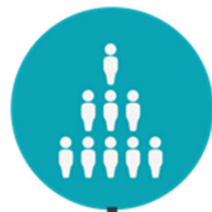




Knowing that solutions created *with* parents instead of *for* parents are much more likely to meet their needs, we launched the Parent Innovation Institute in Oakland in 2017.

In 2020, the Parent Innovation Institute is coming to Philadelphia.

# Pilot Initiative: Oakland Cohort



## PEOPLE

- 16 Participants
- 4 Teams  
(2 Parents & 2 Staff)
- 2 Facilitators/Coaches
- 1 Community



## PROCESS

- 4 Two-day workshops
- 12 Team coaching sessions
- 4 Community Events
- 1 Final Presentation

# Unity Council Head Start

HISTORICALLY,  
FATHERS HAD NOT  
BEEN INVOLVED  
ENOUGH IN THEIR  
CHILD'S EARLY  
LEARNING EXPERIENCE

MOTHERS CAN ACT AS  
GATEKEEPERS,  
DISCOURAGING  
FATHER ENGAGEMENT

1. DAY WITH DADDY:  
MONTHLY EVENT  
JUST FOR FATHER AND CHILD

2. MOMMY'S WAITING GROUP:  
A GATHERING FOR MOMS  
DURING DAY WITH DADDY

3. DADDY'S PROMISE:  
AN OATH FOR FATHERS



# THE RESULTS



The prototype was popular with families and greatly exceeded attendance expectations.



4x as many fathers attended Day with Daddy events than before.



Families reported increased engagement and improved relationships between fathers and their kids.



# Our Goals



DEVELOP LEADERSHIP



CREATE INNOVATION  
ECOSYSTEM



IMPROVE PROGRAMS AND  
SERVICES





**Jenny Bogoni**  
Executive Director, Read by 4<sup>th</sup>  
Free Library of Philadelphia



**Jennifer Stavrakos**  
Program Officer, Great Learning  
William Penn Foundation

# William Penn Foundation Great Learning Program

## Overall Vision

All children from low-income families in Philadelphia have high quality educational opportunities that lead to **improved life outcomes**.

## Core Priority – Early Childhood

Supports a **strong start** for children and prepares **strong readers**



Engaged Families



Literacy Rich Environments



Quality ECE Centers



Strong Literacy Instruction



Qualified Educators



Advocacy

## Select Investments – Building Toward the Future



High School Completion



Civic Engagement & Evidence



# Engaged Families

**Goal: Caregivers have effective opportunities to learn how to support their children's early learning.**

Strategies:

- Create and test messages to caregivers
- Develop new materials for caregiver engagement
- Train staff to communicate with caregivers about early learning
- Pilot programs that help caregivers support early learning
- Research and evaluate programs and materials
- Support organizations to incorporate and sustain new practices and materials



Read by 4<sup>th</sup> is Philadelphia's bold, citywide call-to-action led by families and their partners to protect every child's right to read.

## OUR THEORY OF CHANGE IN ACTION



**READ  
BY 4<sup>TH</sup>**

Your child's love of reading begins with *you*.

[www.readby4th.org](http://www.readby4th.org)



THE OAKLAND  
Parent  
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Institute**



THE PHILADELPHIA  
Parent  
**Innovation  
Institute**

## Advisory Committee

JENNY BOGONI  
Executive Director



CAITLIN O'BRIEN, MPH  
Director of Learning & Community Impact

SCATTERGOOD  
THINK|DO|SUPPORT

TRAE PATE  
Family Peer Specialist of the STEP



Sylvia P. Simms  
Founder/President

'PARENT POWER'  
What Will You Do With Yours?

BARBARA WONG  
Director of Community Engagement



## Local Continuity Partner



## Funder





THE PHILADELPHIA  
Parent  
**Innovation  
Institute**



# Applications Are Now Open!



## Who's eligible to apply?

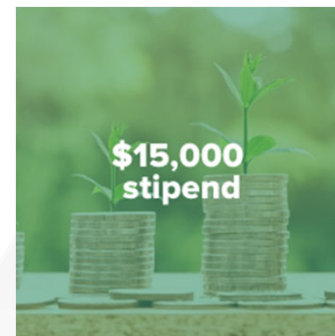
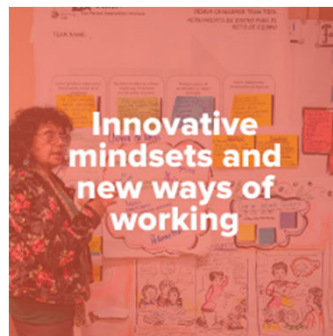
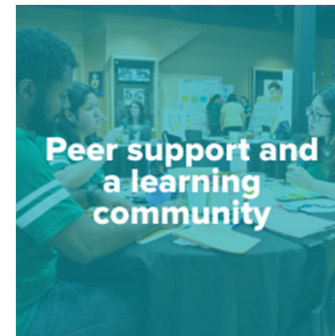
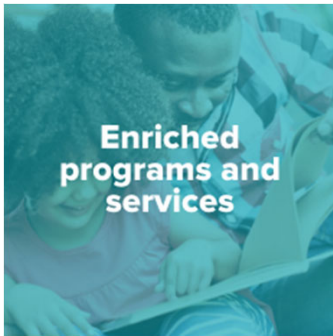
All organizations in Philadelphia that are working to strengthen early literacy and language development outcomes for children from birth through 8

**Deadline:** February 7, 2020

**Apply:** [www.earlylearninglab.org/the-philadelphia-parent-innovation-institute](http://www.earlylearninglab.org/the-philadelphia-parent-innovation-institute)



# What Participating Organizations Get



## TIMELINE

APRIL 2020 - MAY 2021

### APPLICATIONS + ADMISSIONS 2020

FEBRUARY 7, 2020  
APPLICATIONS DEADLINE

JANUARY 2020  
REQUEST FOR APPLICATIONS

MARCH 2020  
ANNOUNCE PARTICIPANTS + FORM DESIGN TEAMS

### IMPLEMENTATION 2020-2021

MAY 2020 - FEBRUARY 2021  
MONTHLY VIRTUAL COACHING

FEBRUARY 2021  
COMPLETE DESIGN CYCLE + VIRTUAL SHAREOUT

APRIL 2020  
LAUNCH PARTY + HUMAN-CENTERED DESIGN WORKSHOP

JANUARY 2021  
DEVELOP SUSTAINABILITY PLANS

MAY 2021  
CAPSTONE SHOWCASE CELEBRATION

# Possibilities for Collaboration

BRING THE  
PARENT  
INNOVATION  
INSTITUTE  
TO YOUR  
CITY/  
PROGRAM

COACHING &  
CAPACITY  
BUILDING

PARENT  
INNOVATION  
INSTITUTE  
PLAYBOOK

# Learn more

The Philadelphia Parent Innovation Institute:

[www.earlylearninglab.org/the-philadelphia-parent-innovation-institute](http://www.earlylearninglab.org/the-philadelphia-parent-innovation-institute)

Interactive Case Study + Video on the Oakland Parent Innovation Institute:

[www.earlylearninglab.org/parent-innovation-institute-case-study](http://www.earlylearninglab.org/parent-innovation-institute-case-study)

# Contact Us

## **Sheetal Singh**

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## **Mansi Kakkar**

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Early Learning Lab  
[mkakkar@earlylearninglab.org](mailto:mkakkar@earlylearninglab.org)

## Questions & Discussion

## Upcoming GLR Learning Tuesdays Webinars:

### PARTNER WEBINARS

What Does It Take to Be an Early Learning Community?

Tuesday, Feb. 4, 3 p.m. ET/12 p.m. PT

### EMERGING INNOVATIONS WEBINARS

Show+Tell: Early Childhood Development Innovations With Promise Venture Studios

***BigMarker platform instead of Zoom***

Tuesday, Feb. 11, 3 p.m.–5 p.m. ET/12 p.m.–2 p.m. PT

### SCIENCE MATTERS! SERIES

The Science Supporting Dual Language Learners

Tuesday, Feb. 18, 3 p.m. ET/12 p.m. PT

Please join us!

[gradelevelreading.net](http://gradelevelreading.net) [@readingby3rd](https://twitter.com/readingby3rd) [#GLReading](https://twitter.com/GLReading) [#LearningTuesdays](https://twitter.com/LearningTuesdays)

