

CAROLE ROBERTSON CENTER
for Learning

Carole Robertson Center for Learning is currently advancing its Ready for Kindergarten, Ready for Life initiative in the North Lawndale community. Community members participated in a human-centered design process to engage families and inform a new program - the *Community Parenting Support Saturation*. This document highlights lessons learned from their community that shaped the launching of this new community initiative for families with young children.

FRAMING

Defining questions to answer and people to engage



Carole Robertson Center for Learning's Positive Goal:

We want families to have a "no wrong door" experience when accessing early learning resources and engaging within community-based programs.

RESEARCH

Learning from people about their needs and values



Carole Robertson Center for Learning conducted focus groups and surveys to gather input from the community:

Focus Groups Conducted

- Target Audience: North Lawndale Caregivers, Community Stakeholders/Influencers, and Family Support Specialists
- Participants: 38 Families, 55 Community Members
- Language: English and Spanish Live Translator Available

Surveys Conducted

- Target Audience: Community Members
- Participants: 12 participants
- Language: English

SYNTHESIS

Finding patterns and areas of opportunity



Based on the research, many patterns emerged including one that the Ready for Kindergarten, Ready for Life team explored deeper:

Families are taking personal responsibility for kindergarten readiness, and are actively seeking out resources. However, lower access to these resources are not due to lower interest or dedication. There is a marketing/awareness gap.

Common Themes:

- Working with teachers
- Getting assistance
- Preparing for Kindergarten
- Seeking resources
- Bridging school-home gap
- Managing time constraints

HUMAN CENTERED DESIGN



FRAMING

Defining questions to answer and people to engage



RESEARCH

Learning from people about their needs and values



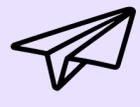
SYNTHESIS

Finding patterns and areas of opportunity



CONCEPTING

Creating a high volume of new ideas



PROTOTYPING

Making tangible mock-ups and gathering feedback



PILOTING

Testing solutions in real time with real people

CONCEPTING

Creating a high volume of new ideas



In generating ideas to respond to different community needs that emerged, North Lawndale community members focused on:

How might we 'close the gap' between families and the resources we know exist?

PROTOTYPING

Making tangible mock-ups and gathering feedback



To test innovative solutions that addressed gaps in resource knowledge among families, the community developed this concept to prototype:

A community hub that will fill in the gaps and create equity for all families accessing resources. This will be a centralized location for people to go and get resources, through digital and community platforms.

PILOTING

Testing solutions in real time with real people



Carole Robertson Center for Learning will pilot this idea in the following ways:

- By creating a digital hub that is easily accessible and viewable for all caregivers, sorted by what type of assistance the caregiver is looking for.
- Having a "quiz" format in the digital hub flowchart to tell caregivers what service model would best suit their needs
- Hosting pop up "community hubs," meeting families where they are at, and providing resources where families can communicate with each other.

TESTIMONIAL

"This process has helped us think collectively and outside the box to potentially expand services for the families we serve!"

"It allowed to make space for thinking deeply about the impact we seek and putting thought into action."

- North Lawndale Core Team Members



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