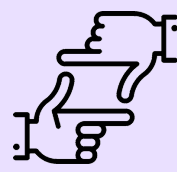




Alignment Rockford's Ready to Learn community members participated in a human-centered design process to engage families and community members to inform a new program - *the Community Parenting Support Saturation*. This document highlights lessons learned from their community that shaped the launching of this new community initiative for families with young children.

FRAMING

Defining questions to answer and people to engage



Rockford Community's Positive Goal:

We want families and community members to engage early and often with the development, scaling, and utilization of our tools and resources.

RESEARCH

Learning from people about their needs and values



Rockford conducted interviews and focus groups to gather input from the community:

Interviews Conducted

- Target Audience: Families with Young Children
- Participants: 7 Families
- Language: English

Focus Groups Conducted

- Target Audience: Staff from early childhood programs
- Participants: 32 staff
- Language: English

SYNTHESIS

Finding patterns and areas of opportunity



Based on the research, many patterns emerged including one that the Ready to Learn team explored deeper:

Caregivers are struggling to manage all of the new technologies that they have been forced to adopt to manage their kids' education.

Common Themes:

- Families feel overwhelmed by all of the technology - causing them stress.
- Families were not able to use technology well.
- Families are relying on phones more and more for education purposes.

HUMAN CENTERED DESIGN



FRAMING

Defining questions to answer and people to engage



RESEARCH

Learning from people about their needs and values



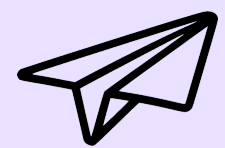
SYNTHESIS

Finding patterns and areas of opportunity



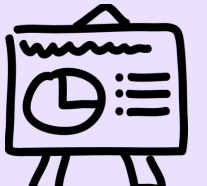
CONCEPTING

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

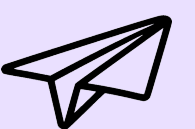


In generating ideas to respond to different community needs that emerged, Rockford community members focused on:

How might we provide more exposure and develop confidence and capacity for all caregivers in using key technology?

PROTOTYPING

Making tangible mock-ups and gathering feedback



To test innovative solutions that addresses technology barriers families face, the community developed this concept to prototype:

Trainings for parents and caregivers offered through community-based organizations, on a rolling basis, to provide hands-on learning about how to navigate specific technological platforms.

PILOTING

Testing solutions in real time with real people



Rockford will pilot this idea in the following ways:

- Rockford Public Schools (RPS) will partner with the Rock Valley College (RVC) to leverage their technology bus to offer trainings for parent/caregivers on how to familiarize them with the technology and platforms used for early childhood learning and programs.
- Through texting, flyers, and social media, the Rockford Public Schools will promote awareness of these trainings. The buses will be targeted in specific neighborhood locations and times -minimizing transportation barriers for families.

TESTIMONIAL

"We begin to shift the power dynamic and 'who holds the power' when we commit to these small acts of co-design which lead to big acts of centering around our end users -- which are almost always children and their caregivers. This is how systems become disrupted and become centered on service for all."
- Rockford Core Team Member

