



Strong, Prepared And Ready for Kindergarten

AN EDUCATION INITIATIVE OF FOX VALLEY UNITED WAY

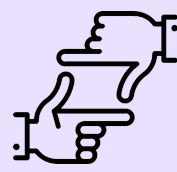


Fox Valley United Way

SPARK Aurora is an education initiative of the Fox Valley United Way. Its 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



SPARK Aurora's Positive Goal:

We want non-Spanish speaking parents under 30 years old in a priority population to engage in our birth to five early childhood program offerings more.

RESEARCH

Learning from people about their needs and values



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

Interviews Conducted

- Target Audience: Community Partners
- Participants: 1
- Language: English

Focus Groups Conducted

- Target Audience: English speaking parents that have participated in one or multiple programs
- Participants: 5 families
- Language: English

SYNTHESIS

Finding patterns and areas of opportunity



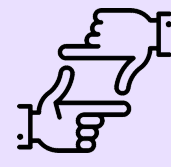
Based on the research, many patterns emerged including one that the SPARK Aurora team explored deeper:

While parents and caregivers discover our events and programs through a variety of channels, personal connections drive the discovery of our programs.

Common Themes:

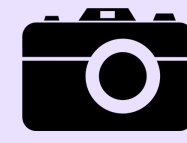
- Parents finding out events from other parents or social networks
- Getting a personal invite from social connections
- Staff building trust with parents and them feeling comforted by a staff member

HUMAN CENTERED DESIGN



FRAMING

Defining questions to answer and people to engage



RESEARCH

Learning from people about their needs and values



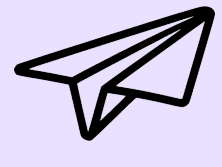
SYNTHESIS

Finding patterns and areas of opportunity



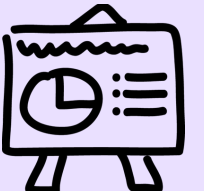
CONCEPTING

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

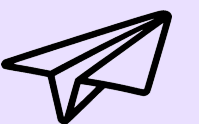


In generating ideas to respond to different community needs that emerged, SPARK Aurora community members focused on:

How might we use peer to peer (professionals and parents) connections to discover and sign up for our programs?

PROTOTYPING

Making tangible mock-ups and gathering feedback

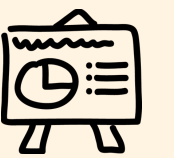


To test innovative ways that uses peer-to-peer connections with families, the community developed this concept to prototype:

Parent Ambassadors deployed in the community to engage families through peer-to-peer connections. Parent Ambassadors will use their lived-in experience to empower families and meet them where they are at.

PILOTING

Testing solutions in real time with real people



SPARK Aurora will pilot this idea in the following ways:

- Parent Ambassadors will be trained to use their lived experience to engage parents/caregivers and help spread the word of kindergarten readiness and early childhood learning. The Parent Ambassador will tailor their work to specific communities, neighborhoods, and organizations.
- Parent Ambassadors will promote awareness by going door-to-door to talk to families and distribute door hangers with information about kindergarten readiness. By talking to families, Parent Ambassadors will learn more about families' early learning needs.

TESTIMONIAL

"During this whole experience, I have loved listening to everyone's ideas and learning more about the human centered design process to include and empower our community members (families/caregivers) in the process."

- SPARK Aurora Core Team Member



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