



WHY BRING A BORN LEARNING ACADEMY TO MY SCHOOL?

As the primary caregivers of young children, families play a key role in preparing their children for success in school. Yet, many families are unaware of the critical learning that takes place in the earliest months and years. The United Way Born Learning Academy can help families prepare future students for your school. In addition, the Academy is a low-cost, ongoing family engagement strategy that helps build trusting relationships with families before their children even begin kindergarten.

PUTTING RESOURCES BEHIND THE BORN LEARNING ACADEMY

The Born Learning Academy's evidence-based approach and outcomes make it a great parent engagement tool. Title 1 schools may have access to resources to underwrite workshops. School districts receiving \$500,000 or more in Title I funds must spend at least one percent of those funds to develop and implement comprehensive family engagement activities.

Prospective investors can underwrite an entire Academy or a component (like meals, snacks or books). When thinking about sponsors, consider PTAs/PTOs, Junior League, education foundations and faith organizations. Restaurants can donate meals and grocery stores can donate snacks. Community volunteers can help with childcare.

PRICE STRUCTURE

Investment structures vary by community and are flexible to your school's assets.

TRAINING | MARKETING | SUPPLIES | DATABASE

Academies include a mix of training tools, marketing materials and Born Learning parent supplies, as well as database access for benchmarking and reporting.

Please consult with your local United Way for investment options and next steps for adopting an Academy.

About United Way Born Learning Academy

Born Learning Academies were developed by Dr. Jaesook Gilbert and Dr. Helene Arbouet Harte in partnership with United Way of Greater Cincinnati Success By 6 and Kenton County Public Schools in Kentucky.

FOR MORE INFORMATION

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United Way
bornlearning® academy



A TOOL FOR SCHOOL READINESS

What parents and families do in the first few years really matters for a child's future. The new United Way Born Learning Academy helps families learn the hands-on skills they need to help their child succeed in school, work and life.





ABOUT UNITED WAY BORN LEARNING ACADEMY

United Way strives to meet parents where they are. That's the philosophy of the United Way Born Learning initiative, which has helped more than 15 million parents understand how to use everyday moments as learning moments.

More than 600 United Ways and partner organizations have used Born Learning's research-based and pre-designed materials to help parents, families and caregivers to promote school readiness and literacy.

The United Way Born Learning Academy uses the best of those proven tips, tools and resources to help families take a more active role in preparing their children for kindergarten. These free workshops are for parents and caregivers of children, from birth to age five.

HOW UNITED WAY BORN LEARNING ACADEMY WORKS

Through a series of six workshops held in your school, the Born Learning Academy provides families and caregivers with practical, user-friendly ideas to turn everyday activities into learning moments. The Born Learning Academy can do more than strengthen your school readiness efforts—it can also help you engage families before kids start kindergarten.

Founded on an evidence-based curriculum established by early childhood faculty at Northern Kentucky University, the workshops are led by trained professionals—usually your own teachers or principals. The curriculum and activities focus on the following topics:

- Building Relationships
- Building Your Child's Language Skills
- Nutrition and Health
- How Children Learn
- Routines and Learning on the Go

Academy workshops offer individualized attention and support to families, including:

- Research-based resources to take home, which help parents apply their new knowledge
- Opportunities to practice new skills with their children, and with other parents
- Free, age-appropriate and activity-based childcare
- A nutritious dinner
- A pre- and post-workshop survey to assess new knowledge



OUTCOMES AND MEASURING RESULTS

In 2009, United Way of Greater Cincinnati Success By 6 partnered with Northern Kentucky University, Toyota and others to launch 90+ Academies across Kentucky. The results speak for themselves. Some 98 percent of parents reported using the concepts in their daily lives, and families overwhelmingly said the workshops were useful for them and their children.

Using Northern Kentucky University's Early Childhood Database, schools can demonstrate outcomes and make data-driven decisions about other school readiness or parent engagement efforts in real time. You will be able to demonstrate success, leveraging the Born Learning Academy's built-in components that track parent progress in learning and applying workshop skills at home.

"This was my family's first year as a United Way Born Learning Academy participant and I learned so much. Some things are practical in the day to day, but can be overlooked, especially being a working mother. However, my husband and I have changed our daily routines to incorporate the principles we learned at the Born Learning Academy. It's more than a program. It's a family. We bonded with the other parents and shared stories." *United Way Born Learning Academy Graduate, Beechgrove Elementary, Kentucky*