

SUCCESS BASICS

Partner Commitment Terms

Success Basics Partner Commitment

Purpose: The Kent County Success Starts Early/Success Basics network aims to leverage and support parents as a profound asset and contributor in preparing their children for school readiness. The Success Basics campaign outlines and demonstrates five fun, easy, and powerful actions families can take to help their children grow smarter. The campaign utilizes the Success Starts Early website, which includes the Success Basics videos, tips, research, and specific actions and activities parents can implement in their home.

Success Basics is a member of the Basics Learning Network, which began with the Boston Basics Campaign and is now a coalition of local initiatives working to make sure every child gets a great start in life.

The campaign cultivates the power of families and the early childhood system to communicate important, actionable information to caregivers of young children to help families support school readiness.

Network Leadership: The Nurturing Parent Power (NPP) workgroup of the Great Start Collaborative of Kent County is the authorized convener of the Success Basics campaign and responsible for managing the project in Kent County. Cross-domain members include representatives of the early childhood ecosystem:

- Believe 2 Become, an initiative of the Doug & Maria DeVos Foundation
- Early Learning Neighborhood Collaborative (ELNC)
- Family Futures
- First Steps Kent
- Grand Rapids Community College
- Grand Rapids Public Schools
- Great Start Parent Coalition
- Groundwork Community Consulting
- Head Start for Kent County
- KConnect
- Kent ISD
- Steelcase Foundation
- Strong Beginnings

Commitment of Nurturing Parent Power Workgroup of the Great Start Collaborative:

- Provide local leadership to the network's roll-out of Success Basics for ecological saturation.
- Collaborate to provide content to supplement or highlight existing work provided by local partners (e.g., provide Kent County Success Basics materials for distribution).
- Provide onsite consultation on how to integrate Success Basics and school readiness best practices within local initiatives (e.g., invite us to come brainstorm or present on how to integrate).
- Celebrate Kent County Success Basics champions, when appropriate.
- Maintain contract with The Basics (national entity) to serve as point of contact for Kent County's implementation.

Commitment of Champions who Implement the Basics:

The Kent County Success Basics messaging campaign is most effective when community partners integrate the evidence-based content into their existing work. Partners may select from the three levels of engagement outlined below to ensure effective and mutually beneficial implementation.

For each level of engagement selected, partners will:

- Agree to have name, logo, promoted as a Kent County Success Basics network partner as appropriate.
- Agree to submit any new or altered Kent County Success Basics content electronically to project leadership for approval (with 72 hour window for approval) (e.g., add Success Basics info to existing organizational flier).
- Agree to provide data/metrics/success stories to encourage broader participation.
- Ensure representatives participate in Kent County Success Basics committees and planning meetings as appropriate.

Ambassador Level

In addition to the general terms of the Success Basics Partner Commitment, Ambassadors will display posters and distribute wallet cards (unaltered and as appropriate).

Booster Level

In addition to the general terms of the Success Basics Partner Commitment, Booster Level partners will:

- Display and distribute
 - posters
 - wallet cards
 - magnets
 - digital files for website and/or social media
 - customized memes for social media (unaltered and as appropriate)
- Actively share videos with caregivers.
- Integrate light touch use of Success Basics into regular programming.
- Direct parents and caregivers to Success Basics videos and resources.
- Encourage participation and use of videos.
- Select an organizational champion to serve as point of contact.

Champion Level

In addition to the general terms of the Success Basics Partner Commitment, Champion Level partners will:

- Display and distribute
 - posters
 - wallet cards
 - magnets
 - digital files for website and/or social media
 - customized memes for social media (unaltered and as appropriate)
- Actively share videos with caregivers.
- Integrate Success Basics into regular programming.
- Share the Basics twice a month using social media.
- Become experts in sharing the Basics with others.
- Introduce and discuss Success Basics through multiple reinforcing touch points.
- Select an organizational champion to serve as point of contact.