



PROJECT GOAL:

500 families will be registered for, and regularly use ReadyRosie by December 31, 2017

- **Registration Goals:**
 - March – 100
 - April – 150
 - May 200
 - June 300
 - September – 400
 - December – 500
- **Videos pushed out to registered families weekly on Mondays, with reminders at mid-week.**



WHAT IS READYROSIE?

ReadyRosie is an early education resource that is currently being used in schools and communities across the country, to deepen and scale their parent engagement efforts by leveraging the power of video modeling and mobile technology to meet and equip parents where they are. The ReadyRosie app has hundreds of brief videos in English and Spanish that model everyday interactions in familiar environments with real parents and their children, ages 0 - 5. We know from our efforts to support our youngest learners, that many start 1.5 – 2 years behind their more affluent peers. So much so, that although they make great gains while in our universal PreK, it is still not enough to catch them all the way up before they enroll in kindergarten. ReadyRosie can serve to bridge some of this gap, by helping to increase parent skills that support early learning and kindergarten readiness for their children.

ROLLOUT/LAUNCH PREPARATIONS:

The ReadyRosie project is a pilot of the Parent Engagement Collaborative Action Network (PECAN) of ROC the Future, launching throughout the city of Rochester in early 2017, including:

- ReadyRosie launch materials and Communications Tool Kit
- Development of media opportunities (Poder, WDKX, etc.)
- Press Conference with Mayor Warren & Deputy Supt. Dr. Kendra Marsh
- Training & professional development for more than 100 providers
- Coordination between RCSD & RPL on February 4th for Kindergarten Registration and “Take Your Child to the Library Day”

HOW WILL WE MEASURE SUCCESS:

ReadyRosie Dashboard will be regularly monitored by PECAN members, as well as RCSD and RPL, for these outcomes:

- Registrations (by site, and zip codes)
- Usage Rates (Open & Session Rates)
- Child Outcome Indicator (TBD for children in formal settings)

OUR PLAN FOR FOLLOW-UP DURING THE YEAR:

Monthly plan to review strategies and ensure we are on target for meeting planned goals, which include, but are not limited to:

- Regular outreach and engagement with providers, including attending Monthly partners meeting to share outcomes & updates; consistent agency communications, etc.
- “End of School Year Celebrations” with agencies for meeting targets (300 by June)
- Increased engagement in the community through community agencies, businesses, and the faith community during the summer, for a strong fall start to engage more families
- Enhanced level of engagement with providers and families September through December

READYROSIE SPONSORS & SUPPORTERS:

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