

Child Care Aware® of America's Vroom Ambassador Application 2018

Vroom in the Community



Vroom Initiative

Vroom is inspired by extraordinary brain science and insights into how children learn. It translates the groundbreaking science into practical language and pairs it with accessible, actionable tips to encourage back and forth interaction between families and children. Whether it's playtime, mealtime, bath time, or anytime in between, there are always ways to nurture our children's growing minds. Vroom turns shared everyday moments into brain building moments.

CCAoA Vroom Partnership Project Purpose

The purpose of the Vroom Partnership is to assist Child Care Aware® of America (CCAoA) Child Care Resource & Referral (CCR&R) agencies as they adopt and adapt the current brain science research, resources, and outreach strategies to enrich their family and community engagement services in their service community by reaching parents, families, professional educators and community partners.

CCAoA Vroom Partnership Project Priorities

- Build awareness of Vroom as a tool for promoting/supporting family and community engagement
- Build awareness of Vroom as a tool for parents
- Infuse Vroom into CCR&Rs across the nation
- Enhance professional development offered to child care program professionals

CCAoA Vroom Partnership Project Benefits for CCR&Rs

- Enhances CCR&R family and community outreach
- Easily integrates into existing CCR&R services and outreach
- Engages families and providers with empowering messages and easy-to-use brain building tips based on everyday moments with children
- Will receive technical assistance on adopting and launching a Vroom Project
- Will receive guidance and support from Vroom Mentors
- A \$2,000 stipend will be awarded to each selected CCR&R agency (10 CCR&R agencies will be selected)

Important Dates

- Application Release Date - **September 12, 2018**
- [Application Webinar](#) - **September 19, 2018 (2pm EST)**
- Application Due Date - **October 19, 2018 (5pm EST)**

Application Tips

- Download the PDF copy of the application and review all the questions and requirements
- Answer the questions in a separate document that can be saved
- Verify you have all the necessary attachments requested in the application
- Register for the application [webinar](#) to learn more about the project and ask questions
- Complete the online application before the due date in case there are any difficulties with your submission
- Email vroom@usa.childcareaware.org with any questions



CCR&R Agency Contact Information

* 1. Agency Name

* 2. Street Address

* 3. City

* 4. State

* 5. Zip Code

6. Complete Mailing Address (if different from street address)

* 7. Website Address for Agency

* 8. Head of Agency Name (*Executive Director, CEO, etc.*)

* 9. Head of Agency Title (*Executive Director, CEO, etc.*)

* 10. Name of Vroom Project Point of Contact (POC)

Vroom Project Point of Contact: This is the person that will lead the Vroom Project at your agency

* 11. Job Title of Vroom Project POC

* 12. Email Address for Vroom Project POC

* 13. Phone Number for Vroom Project POC



About Your CCR&R Agency

* 14. Select your CCR&R agency profile type below

- | | |
|--|--|
| <input type="radio"/> Voluntary State Network | <input type="radio"/> Managing State Network |
| <input type="radio"/> Coordinating State Network | <input type="radio"/> Single Statewide Network |
| <input type="radio"/> Local CCR&R | |

* 15. Describe the **counties** and **regions** in your agency's service area (include the economic status, employment statistics, current community stress points, community support systems, etc.)

* 16. Select all that apply to your agency's service area

- ☐ Urban
- ☐ Suburban
- ☐ Rural
- ☐ Frontier

Your CCR&R Agency's Relationship With Child Care Providers

Vroom in Child Care



* 17. Indicate the number of child care **programs** in your agency's service area:

Center-Based Programs

Home-Based Programs

* 18. Indicate the number of child care **providers/professionals** in your agency's service area:

Center-Based Programs

Home-Based Programs

* 19. Select all that describe your contact with child care providers:

- | | |
|--|--|
| <input type="checkbox"/> In-Person Trainings | <input type="checkbox"/> Community Events |
| <input type="checkbox"/> Mentor/Coaching | <input type="checkbox"/> Provider-Focused Events |
| <input type="checkbox"/> Parent-Relationship Support | <input type="checkbox"/> Online Trainings |
| <input type="checkbox"/> Mailings/Newsletters | <input type="checkbox"/> Technical Assistance |
| <input type="checkbox"/> Phone Support | <input type="checkbox"/> Monitoring Visits |
| <input type="checkbox"/> Other (please specify) | |

* 20. Is your agency able to collect follow up information from providers, following coaching, training, or outreach interactions with them?

- ☐ Yes
- ☐ No

* 21. How does your agency collect follow up information from providers?

- | | |
|---|--|
| <input type="checkbox"/> Paper Forms/Surveys | <input type="checkbox"/> Phone Conversations |
| <input type="checkbox"/> Online Forms/Surveys | <input type="checkbox"/> In Person Conversations (includes home visits, office meetings, community events, etc.) |
| <input type="checkbox"/> Direct Emails | |
| <input type="checkbox"/> Other (please specify) | |

* 22. Name of Project Point of Contact (POC) for **Data Collection, Recording, and Reporting**

Data Collection, Recording, and Reporting Contact: This person will collect, record, and report all Vroom related data collected in the agency.

* 23. Title of Project POC for **Data Collection, Recording, and Reporting**

* 24. Email of Project POC for **Data Collection, Recording, and Reporting**

* 25. Phone Number of Project POC for **Data Collection, Recording, and Reporting**

Your CCR&R Agency's Outreach Services

Vroom with Community Partners



* 26. List up to five outreach services your agency provides to **parents** of young children birth through five

* 27. List up to five outreach services your agency provides to **child care providers** of young children birth through five

* 28. List up to ten **current** community partners and their related services that support your agency's outreach efforts for children and families

29. List up to five **potential** new community partners and their related services that support your agency's outreach efforts for children and families

* 30. Explain how Vroom could enrich your agency's family and community engagement outreach services

Your CCR&R Agency's Use of Social Media



* 31. Does your agency actively post on social media?

☐ Yes

☐ No

* 32. What social media platforms are used by your agency?

☐ Facebook

☐ Pinterest

☐ Twitter

☐ LinkedIn

☐ Instagram

☐ Snapchat

☐ Other (please specify)



Your CCR&R Agency's Commitment to Mandatory Project Requirements

If selected as a CCAoA Vroom Ambassador:

* 33. Do you confirm that your Vroom project POC will work with the Vroom TA Specialist to complete the Vroom SMART Goals and Action Plan for your agency?

☐ Yes

☐ No

* 34. Do you confirm that your Vroom project POC will be available to join mandatory monthly technical assistance group calls (phone/video)?

☐ Yes

☐ No

* 35. Do you confirm that your Vroom project POC will be available to submit the required reports every three months?

☐ Yes

☐ No

SMART Goals

In this section, you will be asked to tell us about your initial goals and plans to integrate Vroom into your family and community outreach through your existing (or planned) CCR&R services.

Tell us briefly about your initial goals for ensuring providers understand the underlying principles of early brain development and executive function skills, Vroom's goals and concepts of using every day teachable moments, and accessing Vroom's tools and resources.

- * 36. List up to three of your initial goals for **providers**. Include how the goal(s) will be accomplished (strategies and activities). Also, list any anticipated partners to accomplish those goals.

- * 37. Tell us briefly how you anticipate collecting data and metrics to track accomplishing your goals for reaching **providers** with Vroom, such as number of training sessions, conversations, anecdotes, etc.

Tell us briefly about your initial goals for reaching families and sharing the science behind Vroom, the power of building brains through everyday moments, and accessing Vroom's tools and resources.

* 38. List up to three of your initial goals for reaching **families**. Include how the goal(s) will be accomplished (strategies and activities). Also, list any anticipated partners to accomplish those goals.

* 39. Tell us briefly how you anticipate collecting data and metrics to track accomplishing your goals for reaching **families** with Vroom, such as number of families and children introduced to Vroom, types of events, testimonials ("Vroom Stories"), etc.



Documents Needed

40. Tax-Exempt Status Documentation

File size limit is 16MB. If file is larger than 16MB, email file to vroom@usa.childcareaware.org

Choose File

No file chosen

41. Current Liability Insurance Certificate of Insurance

File size limit is 16MB. If file is larger than 16MB, email file to vroom@usa.childcareaware.org

Choose File

No file chosen

42. Resume of Vroom Project POC (**Vroom Project Lead**) (include a list of current and past job titles with specific outreach responsibilities)

File size limit is 16MB. If file is larger than 16MB, email file to vroom@usa.childcareaware.org

Choose File

No file chosen

43. Resume of Vroom Project POC for **Date Collection, Recording, and Reporting** (include a list of current and past job titles with specific outreach responsibilities)

File size limit is 16MB. If file is larger than 16MB, email file to vroom@usa.childcareaware.org

Choose File

No file chosen



Next Steps

Don't forget to:

- Review your answers for accuracy
- Copy your responses for your records
- Email any necessary documents to vroom@usa.childcareaware.org

What to Expect:

- CCAoA will need a few weeks to thoroughly review each application. We may need to reach out should we have any additional points needing clarification. We will ONLY reach out to the identified POC in this application.
- All selection announcements will be made by mid November.
- If selected, sample press release will be provided to help promote the local award and launch of the project.
- A "Vroom in Your Community Launch Kit" of resources will also be sent to the POC. Contact will be initiated by Kandi Novak, the CCAoA Vroom TA Specialist.