



Staffing and Training

Staffing: Roles and responsibilities

Staffing and clear delegation of responsibilities are key to the successful launch and implementation of a LENA Start program. One person may fulfill multiple roles, depending on site needs and capacity.

- **Program Director:** This is the lead role for LENA Start program planning and implementation. This role is responsible for the program's success within your community by building partner relationships for sustainability, overseeing groups, and supporting all other roles.
- **Coordinator (two per group):** Plans and presents weekly LENA Start sessions to caregivers. This role focuses on building relationships with families participating in the program. Coordinators also utilize the LENA Online system for required documentation and may assist with other roles.
- **Recruitment Strategist:** Works with the program director to plan and execute ongoing recruitment activities. This role is responsible for customization of recruitment materials and connection with caregivers, partners, and other community organizations through a variety of formats.
- **Materials Wrangler:** Manages and distributes LENA Start program materials. This role is responsible for organizing all materials, including locally purchased items such as books and incentives, keeping an accurate inventory, and developing a system to share materials with partners and/or coordinators.
- **Tech Champion:** Supports technology logistics for program director and coordinators. This role is the point person for questions/troubleshooting LENA Online and for processing devices through LENA Hub, including the use of locally owned laptops.

Training summary

From planning calls to providing training and troubleshooting, the LENA Partner Success Team provides individualized, responsive support. Before each training, self-study materials will introduce key concepts. Regularly scheduled calls leading up to each group and through the duration of the sessions will ensure program success. Additionally, LENA hosts twice annual data and strategic step-back calls to assist sites with analyzing their data, sharing it with stakeholders, gathering feedback, and establishing next steps.

- **Implementation and Logistics Training** (two 1-hour meetings, webinar)
 - Key objectives: Program leadership will work with a LENA Start Implementation Specialist to begin the program launch process. Participants will learn key program features and begin implementation planning and finalizing partnership roles. Topics include staffing, recruitment, facilities, technology, inventory, and more.
- **Tech Training** (approximately 1 hour, webinar)
 - Key objectives: Participants will learn LENA's technology requirements, procedures, and resources. They will develop a plan to support coordinators in processing LENA devices, using the LENA Online system, and using locally owned technology equipment.

- **Recruitment Training** (approximately 1 hour, webinar)
 - Key objectives: Participants will learn about recruitment resources provided by LENA and recruitment best practices. They will begin to develop their program’s recruitment and retention strategies and tools, as well as a plan to share these with partners and the community.
- **Coordinator Training** (6 hours scheduled over 2 days annually, webinar)
 - Key objectives: Participants will learn what it means to be a coordinator, how to facilitate LENA Start sessions, how to interpret and coach with LENA reports, the basics of using LENA Online, and other foundational skills. This training will build confidence for coordinators and set them up to achieve the program’s desired outcomes.
 - Site responsibilities: Program director will provide local context, unique aspects of the implementation in their community, and any other relevant information, including a staffing plan and family recruitment strategy.
- **Ongoing Support:** Program directors will participate in weekly support calls during program launch (approximately 30 minutes).

Who attends each training?

Time estimates for trainings will vary based on the needs of a program. The table below shows who attends each training by role, bearing in mind that if one person fills multiple roles then total training hours would be reduced.

	Program Director	Tech Champion	Recruitment Strategist	Materials Wrangler	Coordinator
Implementation and Logistics (2 hours)					
Tech Training (1 hour)					
Recruitment Training (1 hour)					
Coordinator Training (6 hours)					
Total Training Hours	10	9	9	8	6

The LENA Start Launch Plan will serve as your guide to the detailed steps involved in implementation.



For more information, contact:

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