# LENA GROW® | Proposal

LENA Grow is unique among the professional development opportunities available for infant, toddler, and preschool educators. The program delivers a single, straightforward, **evidence-based solution to boosting language and literacy development, accelerating social-emotional development, and improving classroom quality**.

**That solution:** A laser focus on interactive talk.

# Welcome to LENA Grow!

As you read through this guide, remember that we are always happy to discuss the details of what makes the most sense for your particular LENA Grow implementation.



**Within, you'll find out more about:**

## How LENA Grow Works: The Fundamentals

There are a lot of things LENA Grow **does**:

- Draws on LENA's widely validated "talk pedometer" technology.
- Facilitates empowering, data-driven coaching.
- Increases CLASS® scores across all domains.
- Increases TS GOLD® scores in the domains of Language, Literacy, Cognitive, and Social-Emotional.
- Increases DECA scores.
- Brings children out of language isolation.
- Creates more equitable language environments.
- Increases teacher job satisfaction, self-efficacy, and retention.
- Aligns with and enhances a wide range of tools, including CLASS®, Head Start Performance Standards and Early Learning Outcomes, ZERO TO THREE Critical Competencies™, and the Pyramid Model for Promoting Social Emotional Competencies in Infants and Young Children.

There are also a few things LENA Grow **doesn't do**:

- Put any extra burdens on teachers.
- Presume that teachers are doing anything wrong. Rather, it recognizes their strengths and builds on them.
- Expect teachers to sit in front of a screen and learn passively. Rather, it involves them as active participants in their own professional growth.

To learn more about these outcomes and the evidence behind LENA Grow, we encourage you to read our LENA Grow Impact Report.

## The Reflective Feedback Cycle

The LENA Grow program uses data from LENA's "talk pedometer" technology, weekly coaching sessions, and easy-to-use materials to help educators build more talk into daily classroom activities.

The key to the program's effectiveness is using a practice-based approach to help teachers increase the number of conversational turns they have with each child in the classroom. Conversational turns are back-and-forth alternations between an adult and a child. LENA technology counts a turn when an adult speaks and a child follows, or vice versa, with no more than five seconds in between.

Following best principles of adult learning, the LENA Grow feedback cycle provides educators with opportunities to:

- Objectively measure talk in their classroom each week.
- Reflect on their own talk data and each child's experience.
- Set individualized goals and learn strategies to help achieve them.
- Practice the strategies during their daily routines.

**1. LENA Day**

**3. Practice**

**2. Coaching and feedback**
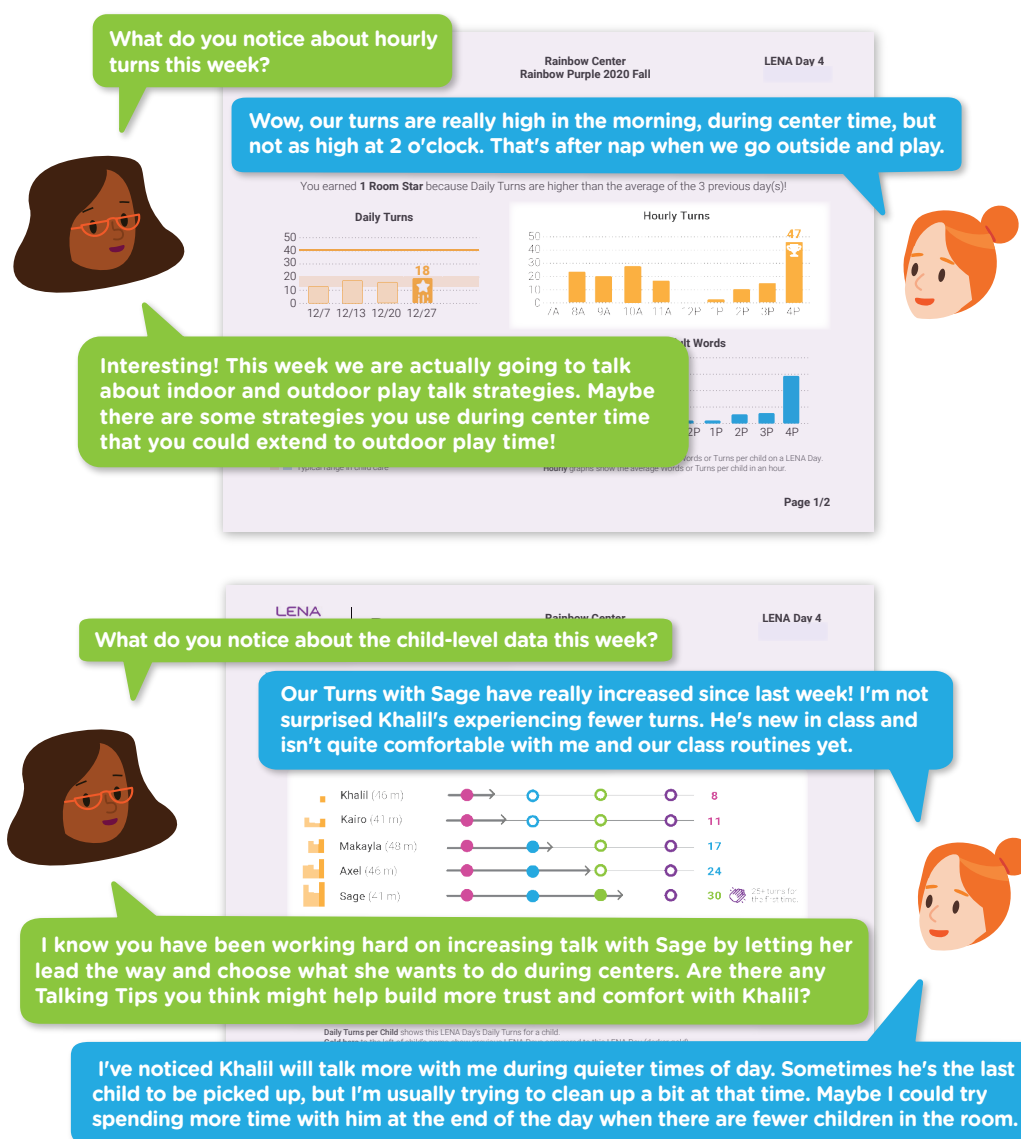
**Here's how it works:**

1.  **LENA Day:** During a LENA Day, children wear the LENA device, so that teachers' interactive talk can be captured and measured. Data from this day is turned into a LENA report that is shared during the coaching session, enabling teachers to reflect on their practice and classroom equity.

2.  **Coaching and feedback:** Coaches use a strengths-based approach to ask questions and learn more about the teachers' experience. Then, teachers review the objective data from their own LENA Day. Reports show how much talk and interaction each child received, enabling teachers to reflect on their progress and set a clear goal for their next LENA Day. Coaches also introduce and model strategies that help increase talk during daily classroom routines.

3.  **Practice:** These are the days between the coaching session and the next LENA Day. On these days, teachers practice what they've learned and work toward achieving their goal so that they will show measurable improvement on their next LENA Day.

## What a Coaching Session Looks Like

LENA Grow's ready-made curriculum materials give coaches the freedom to personalize their approaches for each educator and to keep the learning experience active.

There will always be new data from the most recent LENA Day to review at each coaching session. **Reports support strengths-based conversations about what educators' real-life classroom days are like**, along with the experiences and behaviors of individual children.

> **What do you notice about hourly turns this week?**

> **Wow, our turns are really high in the morning, during center time, but not as high at 2 o'clock. That's after nap when we go outside and play.**

**Rainbow Center**
**Rainbow Purple 2020 Fall**                    LENA Day 4

You earned **1 Room Star** because Daily Turns are higher than the average of the 3 previous day(s)!

**Daily Turns**
50 40 30 20 10 0
12/7 12/13 12/20 12/27 — 18

**Hourly Turns**
50 40 30 20 10 0
7A 8A 9A 10A 11A 12P 1P 2P 3P 4P — 47

**...lt Words**
2P 1P 2P 3P 4P

...ords or Turns per child on a LENA Day.
**Hourly** graphs show the average words or Turns per child in an hour.

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> **Interesting! This week we are actually going to talk about indoor and outdoor play talk strategies. Maybe there are some strategies you use during center time that you could extend to outdoor play time!**

LENA                    **Rainbow Center**                LENA Day 4

> **What do you notice about the child-level data this week?**

> **Our Turns with Sage have really increased since last week! I'm not surprised Khalil's experiencing fewer turns. He's new in class and isn't quite comfortable with me and our class routines yet.**

Khalil (46 m)  ●——→ ○  ○  ○  8
Kairo (41 m)  ●——→ ○  ○  ○  11
Makayla (49 m)  ●——→ ○  ○  17
Axel (46 m)  ●——→ ○  ○  24
Sage (41 m)  ●——→ ○  30  25+ turns for the first time.

> **I know you have been working hard on increasing talk with Sage by letting her lead the way and choose what she wants to do during centers. Are there any Talking Tips you think might help build more trust and comfort with Khalil?**

**Daily Turns per Child** shows this LENA Day's Daily Turns for a child.

> **I've noticed Khalil will talk more with me during quieter times of day. Sometimes he's the last child to be picked up, but I'm usually trying to clean up a bit at that time. Maybe I could try spending more time with him at the end of the day when there are fewer children in the room.**

At the end of each session, coaches and teachers discuss techniques for increasing interaction in the classroom. Educators then set their own goals for the following week. Self-directed goal setting encourages reflection and ownership over their own professional development.

## LENA Grow Sequence Schedule

In **LENA Grow 1 — Essentials** educators will:
- Build competence and confidence by learning and applying talk strategies throughout the day.
- Build data literacy with LENA reports.
- Use data to reflect on and inform their practice.
- Earn 4.5 PD hours.

| LENA Day 1 | • Room Report |
| Session 1 | • The 14 Talking Tips |
| LENA Day 2 | • Family Engagement |
| Session 2 | • Personal Care & Transitions |
| LENA Day 3 | • Indoor Play |
| Session 3 | • Outdoor Play |
| LENA Day 4 | • Mealtimes |
| Session 4 | • Essentials Quiz |
| LENA Day 5 | • Shared Reading |
| Session 5 | • Reflection |

In **LENA Grow 2 — Insights** educators will:
- Use data to reflect on and inform their practice.
- Sharpen talk strategies with individual and/or new children.
- Use data from Child Reports to increase inclusion and equity in the classroom.
- Earn 3.5 PD hours.

| LENA Day 1 | • Review Essentials |
| Session 1 | • Child Reports |
| LENA Day 2 | • Early Literacy |
| Session 2 | |
| LENA Day 3 | • Early Math |
| Session 3 | |
| LENA Day 4 | • Songs & Rhymes |
| Session 4 | • Insights Quiz |
| LENA Day 5 | • Reflection |
| Session 5 | |

In their third sequence, **LENA Grow Flex**, educators will continue to expand their skill set and incorporate the strategies they've learned into daily practice, with a special focus on individual children's needs.

# Building Your LENA Grow Program

## Year 1: Launch

LENA's Partner Success Team will work with you through your program's launch process. The figure below shows what the first year generally looks like. Keep in mind, however, that the schedule is designed to move at whatever speed is comfortable for your team. Understanding these steps will help you work within your own organizational schedule and targeted end date to determine when to begin the launch process.

| | | | |
|---|---|---|---|
| **Launch + Season 1** | **Month 1** | **Launch** | **Plan** your seasons, **train** coaches, and **recruit** centers and schools. |
| | **Month 2** | **Prepare** | Get ready for your first sequence. |
| | **Month 3** | **LENA Grow 1 Sequence** | Conduct your first sequence. |
| | **Month 4** | **Wrap up** | Reflect on your first sequence. |
| **Season 2** | **Months 5-8** | **LENA Grow Sequence** | Most partners opt to conduct two or more LENA Grow sequences with additional sets of classrooms in their first year. |
| **Season 3** | **Months 9-12** | **LENA Grow Sequence** | |

## Years 2+: Scale

LENA Grow is made to scale year over year. Each year, you will reach and train new teachers while continuing to support teachers who have mastered the basics, ensuring equitable outcomes for all children in your community.

| Sample Scaling Plan | | | |
|---|---|---|---|
| | **Year 1** | **Year 2** | **Year 3** |
| | **50 Classrooms** 50 New | **100 Classrooms** 50 Existing +50 New | **150 Classrooms** 100 Existing +50 New |
| | **LENA Grow 1** | **LENA Grow 2** | **LENA Grow Flex** |
| | | **LENA Grow 1** | **LENA Grow 2** |
| | | | **LENA Grow 1** |
| **Teachers reached** | 100 | 200 | 300 |
| **Children reached** | 400 | 800 | 1200 |

## Staffing Your LENA Grow Program

Staffing and clear delegation of responsibilities are key to the successful launch and implementation of a LENA Grow program. Your organization will supply a program manager and coach(es) to implement the program. A program assistant may also be helpful for larger implementations to support data entry and other administrative tasks. Likewise, in smaller implementations, one person may fill multiple roles.



The **program manager** is the lead for LENA Grow program planning and implementation and is responsible for the overall success of the program. They will:

- Provide strategic leadership and vision for the program and manage the team.
- Oversee recruitment of sites to participate in the program and build buy-in from site leadership.
- Monitor overall implementation and impact by checking key performance metrics, meeting with stakeholders and the LENA team, and addressing any high-level challenges that arise.
- Champion the program by engaging staff, building buy-in, and removing barriers.

*Time commitment: About five hours per week, fluctuating throughout the launch and sequence process and depending on implementation size.*

**Coaches** support educators in behavior change using LENA data and a strengths-based approach. They will:

- Assist with recruiting classrooms to participate.
- Build and maintain strong working relationships with center directors.
- Provide weekly coaching to teachers during each LENA sequence.
- Ensure successful uploading of data.
- Monitor classroom progress and child-level impact.
- Meet regularly with the program manager to monitor progress.

*Time commitment: About two hours per week per classroom.*

The **program assistant** is an optional role for larger implementations that assists the program manager and acts as the point person for LENA technology support. They will:

- Assist with data entry and management in LENA Online.
- Provide tech troubleshooting and support for coaches and centers.

*Time commitment: About three hours per week.*

# What's Included With LENA Grow?

A partnership with LENA is an investment in educators, children, families, and long-term community impact. All LENA Grow **materials are available in both English and Spanish**. Here are the nuts and bolts of what comes with LENA Grow:

## Room Kits

LENA Room Kits are **shipped directly to each participating classroom** so teachers have everything they need to complete the program. Devices and clothing are easily returned to LENA at the end of sequence using a provided shipping label. Each Room Kit includes:

- A **Teacher Guide** with essential LENA Grow program resources, expert advice, and weekly family engagement handouts to successfully complete each LENA Grow sequence.

- The **14 Talking Tips** and **Conversation Starters posters**, which provide research-based guidance for increasing interactions equitably throughout the day. Posters feature ideas specific to infants/toddlers and preschool-aged children.

- **LENA devices and clothing** for all participating children in the room. LENA devices are small, wearable, child-safe "talk pedometers" that capture talk interactions between adults and children. LENA clothing is designed to position devices in the ideal location to detect a child's language interactions.

## Coach Guides

The Coach Guide provides week-by-week guidance on preparing for and conducting sessions, including questions to support strengths-based conversations and ideas to foster intentional use of responsive and inclusionary coaching skills.

## LENA Online Subscription

LENA Online provides secure access to LENA data from any computer or device, with numerous administrative supports and built-in, real-time measures of effectiveness.
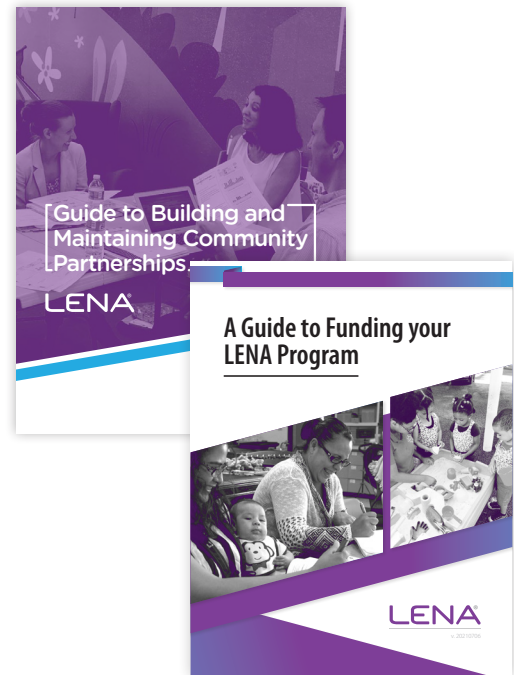
## Ongoing Implementation Support

Year after year, receive step-by-step guidance from LENA: a dedicated Implementation Specialist, system-wide remote training, software configuration assistance, and general program assistance through the LENA Library.

## Next Steps

After you review the attached estimate, LENA will provide **a quote and program agreement** to formalize the partnership with a mutually agreed upon effective date.

We can also provide **additional resources** to support you both in securing funding and presenting LENA Grow to internal teams and potential community partners.

Following the signing of your program agreement, LENA's Partner Success Team will work closely with you to initiate your program launch!

**Sole Source Letter**

August 28, 2023

To Whom It May Concern:

As of this date, the LENA System™ is the only validated tool for automatically measuring adult word counts, conversational turn counts (a proxy for serve and return interaction), child vocalization counts, and other metrics associated with the child's natural language environment. It is used in a wide variety of research studies around the world and has been integrated into programs focused on improving interactive talk between parents/caregivers/teachers and children. More information on the core technology is provided here: https://www.lena.org/technology/.

The patented and proprietary LENA System comprises: the specially-designed recording device; acousticallydesigned clothing to properly hold the recorder; LENA software that offloads, uploads, and/or processes the audio data; and LENA Online™, the cloud-based data and reporting system. Information on LENA's patents can be found here: https://www.lena.org/patents/. The LENA System has been integrated into the proprietary LENA Start® (https://www.lena.org/lena-start/) and LENA Grow® (https://www.lena.org/lena-grow/) adult learning (professional development) programs delivering objective feedback on the natural language environment and coaching tips to parents/caregivers and teachers. This feedback has unique advantages: comprising a sequence of full day of objective data versus short-duration snippets and is specific to each child (because the child wears their device). LENA SP™ (https://www.lena.org/lena-sp/) is a proprietary configuration of LENA Online designed to meet the needs of researchers and other language professionals.

The LENA Foundation is a 501(c)(3) public charity based in Colorado and is the sole source provider of the LENA System, LENA Start, LENA Grow, and LENA SP. LENA Foundation sells and distributes all LENA products as reflected on the then internally-published price list. All products are sold at the same price level under the Foundation's standard or other comparable terms and conditions to all educational institutions, not-for-profit, and for-profit organizations. Volume discounts are offered to all customers.

Sincerely,

Stephen M. Hannon

President and CEO

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**LENA SOC 2 Type II Report**

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