

Levels of Engagement for Business Leaders and Opportunities for Action

Give: Support Early Learning

Advocate: Champion the Cause of Early Learning

Volunteer: Engage Time and Talent

First Steps

- Provide meeting rooms for parent or grandparent education classes during or after work hours
- Deploy HR staff to provide *Born Learning* materials to expectant parents in the company, along with parents of toddlers, preschoolers & grandparents
- Invite United Way to host a "Lunch-n-Learn," offering employees *Born Learning* material & parent educator advice

- Get informed about the early childhood education challenges in your community
- Attend a briefing or meeting on community responses to the challenges facing young children in your community
- Sign up for email /newsletter updates on the issue.
- Run public service ads/educational articles in your company's newsletters to educate employees

- Promote and encourage employee volunteerism in early childhood education (day care centers, foster grand parenting, library story times, etc)

Greater Involvement

- Develop HR programs offering on-site educational classes for parents & grandparents
- Sponsor a community parent education fair
- Create an educational kiosk in a common area with *Born Learning* parenting information & resource listings and parents/grandparent videos on a monitor

- Send a letter to your newspaper supporting early childhood education
- Join other community leaders who publicly support early learning
- Put the issue on the agenda of your community organizations or boards
- Help United Way map out and target business leader outreach efforts to get more business leaders involved
- Join a group of business leaders supporting young children

- Designate a regular Children's Champion Day, leading your company in volunteering with a local early childhood education initiative identified by the local United Way Volunteer Center and/or 2-1-1
- Underwrite the development of *Born Learning* educational material for your local children's museum, usually staffed by volunteer docents who can help parents learn to use everyday moments – in the museum and at home– to support early learning

Full Fledged Champion

- Support creation/expansion of a Family Resource Center in a low-wage neighborhood offering informal caregivers help, advice and referrals
- Sponsor printing of useful *Born Learning* parent education material with tips for supporting young children's language and literacy skill development
- Help underwrite public education or awareness campaign that elevates the importance of early learning in the first few years

- Deliver a speech in support of early learning at a business or civic group meeting
- Write an editorial column in your paper supporting early childhood in general
- Be a media spokesperson, explaining why early learning should matter to business leaders
- Convene or lead a meeting with others in your network (business, community, social or faith networks) to educate them on the issue
- Recruit or mentor other business leaders to get engaged in supporting early childhood education

- Create a *Born Learning Trail* in the community, an interactive outdoor series of games that help adults support young children's language and literacy development. Create a Day of Action to build it. Hold a company picnic at the finished site, with employees' children and grandchildren