NIU’s P-20 center has asked Springboard to assist with a project focusing on Illinois children from “Birth to 3rd Grade”. The overarching goal for a P-20 working group is to “improve preparation of children from birth to grade 3 for success in school, family, and community life and to design initiatives that address unmet needs identified through research”. The main objective of this project is to create a regional inventory of programs and services, look at the 211 social referral system, and make recommendations for next steps. Specifics are outlined below:

**Birth to 3rd Grade**

- 211 social referral system
  - Examine/create a resource directory with an inventory of programs where parents can go for help.
  - Create concept maps
  - Research the PATH call center out of Bloomington
  - Identify options that could be suitable and sustainable for the northern Illinois region
  - Identify if there is a need for this type of service in the northern Illinois region
- Environmental scan
  - Compare/contrast what other states are currently doing
  - Identify any applicable international models that should be considered
- Logistics
  - Identify the optimal way to deliver information/services
    - Incoming calls – Who will be responsible for funding the initiative? Who has rights to the call center?
  - Estimate whether the overall cost will be beneficial compared to the services provided.
- Marketing
  - Determine effective marketing tactics
    - Website
    - Mobile app
    - Traditional forms of marketing
  - Outline effective ways to:
    - Inform the public
    - Populate site with provider information
    - Connect resource providers
- Next steps
  - Recommendations for implementation and sustainability

All information researched and provided will be kept confidential. The estimated time for delivery of the completed project is approximately 12-16 weeks.