Next-Generation Head Start

Yasmina Vinci / Tim Leberecht
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Brand story and marketing sprint
50 YEARS OF OPPORTUNITY
HEAD START | 1965-2015
Having celebrated Head Start’s 50th year anniversary and in the face of growing support for universal Pre-K, NHSA is poised to invigorate Head Start’s vision, story, and relevance for future generations—positioning it for lasting impact.
This requires sharpening and raising Head Start’s profile among larger parts of the American population, and especially to members of Gen X and Gen Y (millennials), as well as articulating and promoting Head Start’s mission and relevance through the media, social networks, and communication channels of today’s digital society.
Moreover, NHSA is increasingly facing pressure to quantify Head Start’s impact and apply advanced data tools to ensure maximum return on the federal investment.

This “Moneyball for Head Start” approach that some propose presents an opportunity to further enhance the program’s strengths and increase its impact…
Shaping the next-generation Head Start

…but data-driven decision-making must be balanced with Head Start’s **strong sense of purpose** and a human-centric brand that engages one at the moral, intellectual, and emotional level.
Goals

Evolve Head Start’s **narrative** and help shape its **future** vision

Enhance NHSA’s **visibility, authority, and value proposition**

Explore **innovative marketing** programs that resonate with digital natives, foster thought leadership, and leverage the Head Start alumni network
Desired outcomes

**Awareness**

“Head Start does…”

**Attitude**

“Head Start works.”

“Head Start is indispensable.”

**Behavior**

“I need to advocate for, support, and engage with Head Start.”
**Mission Brand**
*Examples: Etsy, Kickstarter, UNICEF*

**Core brand promise:** Pursuit of a shared social mission beyond profit

**Defining question:** “How can I mobilize my audiences toward a change in the world that we together have the passion and capacity to effect?”

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**Lifestyle Brand**
*Examples: Nike, The Body Shop, Virgin*

**Core brand promise:** Project a desired "way of life" and enable customers to express their personal and collective ambitions, aspirations, and dreams

**Defining question:** “Which experiences can I create to allow my customers and the tribe to which they belong to express themselves as the person they want to be in the way of life they want to live?”

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**Solution Brand**
*Examples: Amazon, FedEx, TaskRabbit*

**Core brand promise:** Guarantee maximum convenience and reliability in delivering a specific service to meet a functional need

**Defining question:** “How can I make my customer's life easier and more convenient and anticipate every possible functional need they might have?”
Narrative map

<table>
<thead>
<tr>
<th>Relevance for constituents</th>
<th>Public attention</th>
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<tbody>
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<table>
<thead>
<tr>
<th>Credibility</th>
<th>Originality</th>
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NHSA audiences

- Affiliate associations (state/local level)
- Broader public
- Head Start alumni (graduates and parents)
- Grantees
- Staff

- US Congress
- Academia/domain experts/influencers
- Head Start alumni (staff, donors, grantees, etc.)
- Partners
- Parents

- US Administration (HHS)
- Media
- Institutional donors
- Private donors
- Teachers
Narratives and stories

Universal Pre-K

“Head Start works!/doesn’t work”

“Window of opportunity”

“Moneyball for Head Start”

Foundational story: “War on poverty”

50 + 30 impact

Sequestration

News stories

Personal stories (e.g. alumni)
Narrative strategy

The impact argument

“Head Start doesn’t work!”

The relevance argument

“Head Start is a dinosaur and no longer relevant.”

Don’t defend -> CLARIFY, PROJECT, and ADVANCE!

“Head Start is and does…”

With PASSION AND AUTHORITY
Sprint

1. understand
   - who are the users
   - what are their needs
   - what is the context
   - competitor review
   - formulate strategy

2. diverge
   - envision
   - develop lots of solutions
   - ideate

3. decide
   - choose the best idea
   - storyboard the idea

4. prototype
   - build something quick and dirty to show to users
   - focus on usability not making it beautiful

5. validate
   - show the prototype to real users outside the organisation
   - learn what doesn’t work
Welcome to TechCrunch
#hackathon
Strategic tracks

AWARENESS
How can we boost Head Start’s national awareness?

IMPACT
How can we articulate, prove, and promote Head Start’s value?

LEADERSHIP
How can we demonstrate thought leadership and be innovative?

COMMUNITY
How can we engage, inspire, and leverage our community?
Help Shape the Future of Head Start!

Head Start Hackathon

May 14 - 15, 2016
Nashville, Tennessee
Gaylord Opryland Resort
1. **Relevance**
Does the idea or concept meet the hackathon goals?

2. **Originality**
How original is the idea or concept, or the thinking behind it? Is it something truly novel or has it been tried before?

3. **Impact**
How impactful will the idea or concept be if implemented?

4. **Feasibility**
How feasible is the implementation? Is the idea or concept realistic, i.e. can it be realized in the next 1-3 years?

5. **Presentation**
How original, passionate and convincing was the team’s presentation?
Early Childhood Innovation Summit
The Next Generation of Ingenuity
Strategic canvas

50+ years’ heritage  30+ million alumni  2-generational model  Evolve the current HS narrative and platform  Launch an innovation vehicle
The Head Start Advantage

Birth to 5

Federal to local

Rigid performance standards

Most vulnerable children and families

Parent/family engagement

Developmentally appropriate ECE

Comprehensive services – health, mental health, nutrition, safety – for the whole family

Culture of understanding and respect

Shared governance

The Head Start Advantage
Brookings / The Hamilton Project – Data from the National Longitudinal Survey of Youth. Showed greater graduation rates and stronger self-control, self-esteem, and parenting.

Georgetown / CAP Tulsa – 8th graders had higher math scores, were less chronically absent, and less likely to have repeated a grade.

UC Berkeley / Papers from Impact Study data – Finds long-term impacts on cognitive and non-cognitive skills, and an ROI of $2 for every dollar invested.
Starting America Early
Goals

- Evolve Head Start's narrative and help shape NHSA's future vision
- Enhance NHSA's visibility, authority, and value proposition to ensure it can coalesce, inspire, and support the Head Start field
- Explore innovative marketing programs that resonate with digital natives, foster NHSA's thought leadership, and leverage the Head Start alumni network
Innovation
The HeadStarter Network

A think-action tank that explores, facilitates, and accelerates practitioner-based innovation in early childhood education

Enable new ideas, processes, and technologies to increase quality improvement in early education
Foster intentional innovations that result in products and improvements
Partner with mission-aligned organizations

Head Start alumni and supporters; early childhood education innovators; entrepreneurs, and thought leaders; mission-aligned investors, venture capitalists, corporate partners, philanthropists, and foundations
The Head Start Advantage
Starting America Early
Innovation
The HeadStarter Network

MISSION AND IMPACT

ECE INNOVATION

ADVOCACY AND SUPPORT
Thank you!