

2009 – 2010

Cultural Partner Handbook

COOL CULTURE

“I want to thank all of those that make this program available to families such as mine. You have helped remove the limits to parents like myself and made it possible for my children to visit museums all over the city!”

- Cool Culture mom

Cool Culture
80 Hanson Place
Brooklyn, NY 11217
718.230.4186



November 2009

Dear Cultural Partner,

Once again this year, Cool Culture is delighted to be working in partnership with one of New York City's best resources for young children and families – the museums, botanical gardens and wildlife centers that are home to rich exhibits, programs and activities geared toward children and families.

New York City's great cultural institutions draw visitors from across the globe, but are often off limits to New Yorkers of limited means. The stark reality is that over 50% of children in New York City are from low-income families. For many, the cost of visiting a museum or zoo simply would not be possible without your commitment to cultivating new, more diverse audiences.

Cool Culture's community of cultural partners continues to grow, and we are delighted to announce the addition of 10 new institutions – the Anne Frank Center, The Cathedral Church of St. John the Divine, the Center for Jewish History, Chelsea Art Museum, The Drawing Center, The Louis Armstrong House, Mount Vernon Hotel Museum and Garden, Museum of the Moving Image, and Snug Harbor Cultural Center & Botanical Garden – bringing the total community of participating museums, botanical gardens and zoos to 90.

Cool Culture's Cultural Partner Handbook contains an overview of our programs for children and families. Included is information about our brand new website, www.coolculture.org revamped *Family Time* quarterly print publication, *e-Family Time* monthly email newsletter for parents and Cultural Liaisons, and *Cool Culture Connect*, an audio tour that families can access by phone. We ask that you share the Handbook with visitors' services staff, museum educators, and others whose involvement is crucial to ensuring that families leave your institution feeling welcome, and eager to return.

As always, please feel free to contact us. Cool Culture welcomes feedback about current programs and is always on the lookout for new collaborative projects that will allow us to develop the audience of the future!

Sincerely,

A handwritten signature in black ink, appearing to read "Candice Anderson".

Candice Anderson
Executive Director

A handwritten signature in black ink, appearing to read "Monica Abend".

Monica Abend
Program Director

A handwritten signature in black ink, appearing to read "Lindsay Booker".

Lindsay Booker
Communications Assistant

A handwritten signature in black ink, appearing to read "Li Zhou".

Li Zhou
Program Assistant



“The arts help children to learn about things in general. It’s not just art. It helps them to read better and it helps them to understand the world better.”

-- Cool Culture, Parent

Table of Contents

Introduction.....	1
Why Partner with Cultural Institutions?	
Why Partner with Early Education Programs?	
Welcome!	4
Overview of Cool Culture Programs & Resources	5
Families and Early Childhood Education Partners	7
Professional Development Workshops for Cultural Liaisons	8
The Cool Culture Family Pass	9
The Diverse Audience Tracking Project	11
The Cultural Access Score Card	12
Family Time	13
e-Family Time	15
Cool Culture Connect - Audio Tours	16
Cool Culture’s New Website www.coolculture.org	17
Target First Trips!	18
Cool Culture Fair	19
Appendices	21
Appendix I: Cool Culture Contact Information	22
Appendix II: Partner Cultural Institutions.....	23
Appendix III: The Cool Culture Family Pass	24
Appendix IV: At-A-Glance Partnership Guidelines.....	25
Appendix V: Visitor Service Reference Sheet	27
Appendix VI: Sample Score Card.....	28
Appendix VII: Early Childhood Education Program Descriptions	30
Appendix VIII: Cool Culture Workshop Series	31
Appendix IX: List of Early Childhood Education Partners.....	32

Introduction

Founded in 1999, Cool Culture is a non-profit organization that helps low-income families access and enjoy New York City's rich cultural life, in order to provide educational experiences for their children, and to serve as their child's primary educator.

Cool Culture is committed to increasing the presence of low-income families, especially people of color, in New York City's arts and cultural institutions. Our programs succeed by working in partnership with hundreds of early childhood centers and staff that have long-standing relationships with low-income families, and are therefore able to inspire parents to travel outside their communities - and often their comfort zones - to access cultural and educational opportunities for their children.

When combined with the commitment of 90 of the city's premiere arts and cultural institutions, we bring arts-based learning experiences to over 45,000 low-income families - ensuring that cultural institutions achieve their goal of providing public education for all New Yorkers, regardless of income - and developing the audience of the future.

Why Partner With Cultural Institutions?

The achievement gap between middle-class children and those living in poverty begins before children enter preschool. Family involvement in children's education is essential to closing this gap.

New York City's museums, botanical gardens, wildlife, and performing arts centers all provide excellent opportunities for families to engage in just the types of activities that contribute to young children's cognitive and language development while cultivating new audiences for the arts. Unfortunately, low-income families remain extremely underrepresented among the visitors of cultural institutions.

Cool Culture's simple approach solves this problem by working in partnership with New York City's arts and cultural institutions to address the financial and informational barriers that have historically prevented many low-income families from becoming cultural connoisseurs.

Helping parents to expose their children to the cultural masterpieces housed in New York City's great cultural institutions and to explore natural and scientific wonders with new lenses enables families to instill in their children a love of art, learning and curiosity that will last a lifetime.

Why Partner with Early Education Programs?

“One of the benefits of this program is how it teaches you to construct your visit. We have meetings and we sit down and plan exactly what we’re going to do. I don’t just give them the Passes and say ‘Go.’

- Patrick, *Child Care Parent*

Cool Culture recognizes that early education centers and staff have deep roots in their communities and long-standing relationships with the children and families they serve.

We know that many families have hectic schedules and face the dual stresses of making ends meet and caring for their children. We also know that by providing parents with information about child development and the role that new experiences play in developing children’s curiosity, creative thinking and interests, we can support parents in their role as the primary educator of their children.

By working together to provide information and support to families, we help tens of thousands of parents to overcome the long-held perception that cultural institutions are “not for us,” and to take advantage of the events and activities available at New York City’s wonderful arts and cultural institutions.

Historically, Cool Culture has worked collaboratively with subsidized child care, Head Start, and Universal Pre-Kindergarten programs located in Title I public schools. This year, Cool Culture is excited to continue these partnerships and to welcome new program partners that have demonstrated a track record of providing quality services to at-risk and low-income children and families. This includes publicly funded community based organizations that operate family literacy programs such as Even Start and programs that serve children with developmental delays. Right now Cool Culture partners with over 425 early education programs.



"The beauty of Cool Culture is that it directly engages the family."

-- Early Education Director

Welcome to Cool Culture!

We all know that New York City is one of the richest cultural districts in the nation. The vast array of exhibitions, programs, and hands-on activities make our city an unparalleled resource for families looking for ways to spend quality time together.

Armed with *Family Time*, *e-Family Time*, *Cool Culture Connect* and the Cool Culture Family Pass, parents and children can critique a Van Gogh or Basquiat, test hypotheses about the laws of nature, get their hands dirty in an art project or at a zoo or even enjoy a daylong retreat away from the bustle of the City at a botanic garden.

Together, Cool Culture and cultural institutions help parents develop new ways of cultivating and supporting their child's interests, curiosity, love of learning and the arts. We know it works – approximately 77% of families with a Family Pass visit a cultural partners compared to 24% of families without a Pass and 43% of New Yorkers overall.

This year, Cool Culture markets arts and culture directly to our audience through 3 family friendly initiatives:

- ***Family Time*** provides parents and children with a fun, more interactive Cool Culture experience! Each issue includes a full length article about one of our cultural institution partners in the Cool Culture *Hot Spot*.
- ***e-Family Time*** is our email newsletter which we send out to Cool Culture families, staff and members of the general public each month - another great way to connect with a diverse audience!
- ***Cool Culture Connect*** audio tours now provide families with a dial-in number that allows them to hear about exhibits, events and activities which will be posted on our website and in each issue *Family Time* and *e-Family Time*.



Contact us if you would like to be featured!

Overview of Cool Culture Programs & Resources

Families and Early Childhood Education Partners

Cool Culture's 425+ early childhood education programs include subsidized child care, Early Head Start, Head Start, Early Intervention, Even Start, and Universal Pre-Kindergarten programs located in Title I public schools. These partners are the critical link which enables us to reach our 45,000 participating families.

Cultural Liaison Network

Cultural Liaisons are the teachers, directors and family service staff who take primary responsibility for connecting participating Cool Culture families with New York City's cultural riches. Liaisons work with Cool Culture's program staff to cultivate interest and create excitement about the program, play a key role in engaging parents, and serve as a source of information about Cool Culture programs and Cultural Institution Partners.

Professional Development Workshop Series for Cultural Liaisons

Cool Culture's Workshop Series provide Cultural Liaisons with new tools, support and information to help them generate excitement about the exhibits and activities showcased at partner cultural institutions.

Cool Culture Fair

The Annual Cool Culture Fair is one of our most exciting events. The Fair brings Cultural Liaisons, parents and cultural institutions together to share information and forge relationships. Last year, 60 of our partner cultural institutions provided over 450 participants with information about their programs, events and activities for children and families.

The Cool Culture Family Pass

Cool Culture provides families in participating early childhood education programs with a personalized Cool Culture Family Pass that entitles up to 5 family members to free admission at 90 museums, botanical gardens, and zoos.

Family Time

Each participating family receives a subscription to *Family Time*, Cool Culture's quarterly publication. Each issue includes an article about a family and a partner cultural institution. *Family Time* will continue to offer a calendar of cultural activities, programs and events geared toward parents and children.

***Cool Culture Connect* Audio Tours**

Each issue of *Family Time* includes an audio tour that will spotlight upcoming events.

e-Family Time

Each month, Cool Culture's monthly e-newsletter is sent to parents who provided their email addresses at registration, and to Cultural Liaisons.

Cool Culture's New Website, www.coolculture.org

Cool Culture's new website makes planning cultural adventures for families as easy as 1-2-3! The site contains sections tailored to parents, educators at partnering early education programs, and you, the cultural institution.

Target First Trips

Cool Culture's *First Trips* program organizes weekend trips to a select number of museums, and pair families on their first museum visit with Cool Culture volunteers.

Families and Early Childhood Education Partners

Who Are The Families That Participate in Cool Culture?

Cool Culture reaches over 45,000 families by working in partnership with the City's early childhood education programs. Cool Culture works with about half of New York City's subsidized child care and Head Start programs.¹ We also partner with a small subset of the Department of Education's school-based Universal Pre-Kindergarten programs as well as community-based social service organizations.²

Participating families live in communities throughout the five boroughs: 44% live in Brooklyn, 30% Manhattan, 14% the Bronx, 10% Queens, and 2% Staten Island. Annual incomes range from 100% to 200% of the federal poverty line, or \$20,650 and \$43,548 for a family of four.

Here's How it Works:

Each participating early education program partner assigns a staff person – a center director, educator or social service professional – to serve as a **Cultural Liaison**. Liaisons work with Cool Culture program staff to cultivate interest and create excitement about the program at their center, serve as a source of information about cultural partners, and play a key role in engaging parents. In addition, **Cultural Liaisons**:

- **Provide families with information about Cool Culture and cultural institutions** throughout the 5 boroughs by hosting parent workshops
- **Help families register for the Cool Culture Family Pass**
- **Distribute *Family Time***, Cool Culture's quarterly publication and calendar of cultural events
- **Recruit families to participate in *First Trips***
- **Create a Cool Culture arts and culture display space** to provide parents with information about cultural institutions at their center.

¹ Income eligibility for Head Start and child care for a family of four is \$20,650 and \$43,548 for Head Start and child care respectively – ensuring that we reach the most critical population

² Cool Culture partners with DOE Title I schools which serve economically and educationally disadvantaged students.

Professional Development Workshops for Cultural Liaisons

Each year, Cool Culture works with a select number of cultural partners to provide art-based professional development experiences to early childhood directors, educators and social service staff at participating programs.

Co-led by Cool Culture program staff, museum and early childhood educators, the workshop sessions expose early education professionals to the exhibits, programs and hands-on activities available at a select number of museum partners. Our focus is on developing Cultural Liaison's repertoire of skills to help parents make their children better learners by tapping into arts and cultural resources.

Hosting a workshop is just another way you can partner with our early childhood educators and social service professionals to reach underserved families.

Reach out to Cool Culture Families – host a workshop session!



Smooth Admission is Key to Ensuring Return Visits; Remember:

- **Some families may have two last names printed on their Pass.** The last names may be separated by a hyphen or a slash.
- **Cool Culture Family Pass holders may not have identification;** a number of the families that we serve do not hold official identification.
- **Cool Culture Loaner Passes will display the name of the center and will have Loaner Pass printed on the front.** Cool Culture produces these passes for families that have lost their pass or have missed the registration deadline.

Also, We Ask That as a Cultural Partner You:

- **Train all admissions and visitor staff to recognize and honor the Cool Culture Family Pass.** We realize that you may have changes to visitor services staff during the program year, but ask that you include information about The Cool Culture Family Pass in your staff orientation process.
- **Keep a record of the number of Cool Culture visitors.** This information helps us measure our success in getting families to patronize your institution. Please refer to the Diverse Audience Tracking Project section of this handbook for more information.
- **Participate in the annual Cool Culture Fair.**
- **Submit information on family and public programs to be included in the quarterly Family Time newsletter.** For parents of young children, planning is an important key to making sure visits with their families are enjoyable and fun. For families making their first museum visits, the quarterly newsletter is often their primary source of information about the exhibits featured at your institution.

The Diverse Audience Tracking Project

The goal of Cool Culture's Diverse Audience Tracking Project is to expand the knowledge base about the impact of sustained free admission to cultural exhibitions on the cultural participation of diverse, nontraditional audiences, and to share this knowledge with the field. Cool Culture recognizes the investment of our cultural partners in diversifying their audiences, and looks forward to publicizing their commitment to a program that is fast becoming a national model for audience development.

Here's How it Works:

- **We ask Cultural Partners to track the precise number of visitors that come through your door using the Cool Culture Family Pass (not just the family as a unit),** rather than using a system that approximates the number of individuals. This includes free days and hours, large events such as "family days" and children in strollers.
- **Four times a year, Cool Culture will reach out to the appointed Cool Culture "visitation data contact person"** to request monthly data on Cool Culture families that visit your cultural institution.
- **Cool Culture will record visitation data for all participating cultural institutions**
- **Finally, Cool Culture will send comparative data to cultural partners via the Cultural Access Score Card** (For details see the Cultural Access Score Card section below).

What else?

To make the initiative work, we are asking our cultural partners inform their visitor and admission staff about the project. And to simplify the process, we have created a flyer that you can distribute. (See Appendix V: Visitor Service Reference Sheet).

Cool Culture recognizes that during the holidays and other "high seasons" it can get crowded at the ticket entrance, but we ask that you please work with us to maintain your tracking efforts during these time!

We look forward to having data which will allow us to precisely measure and publicize the impact of our work together, and hope that the data collection will prove to be fairly simple.

The Cultural Access Score Card

The Cultural Access Score Card is a biannual report that provides our cultural partners with comparative data about visitation and Cool Culture families, including:

- **Statistics about Cool Culture families** (e.g., demographic information)
- **Detail on where and how your cultural institution is featured³ or receives a mention⁴ in *Family Time*, *e-Family Time*, *Cool Culture Connect* and our website, as well as data about the number of *media impressions*⁵ these features have generated for your institution, and**
- A comparison of the number of family visits to your cultural institution with the 89 other cultural institutions in the Cool Culture community!

The Score Card uses an easy-to-read layout and can be shared with supporters to communicate your investment in diverse audiences (See Appendix VI: Sample Score Card).

Here's How it Works:

- **Cool Culture will review its communications vehicles** twice a year to determine the number of features and mentions our cultural partners have received in the prior six months
- **Cool Culture will use this data to generate a customized Cultural Access Score Card** that will provide you with detailed information about when and how your institution was featured in *Family Time*, *e-Family Time*, and *Cool Culture Connect*.
- **Twice a year in June and January, we'll send the Score Card** to your preferred contacts within your institution.

What Else?

Cool Culture is always looking for family friendly exhibits, programs, activities - and even fun stories - to feature! If you are looking for opportunities to promote your programs, reach out to Monica Abend, Program Director at 718.230.4186 x 301 or by email at monica@coolculture.org.

³ A *feature* refers to a Cool Culture cover story, blurb, quote or image that highlights your institution.

⁴ A *mention* refers to inclusion of your cultural institution in a list format.

⁵ A *media impression* refers to the number of individuals that can be expected to read or view a given publication.

Family Time

Family Time is Cool Culture's quarterly print publication. The newsletter has been designed to provide parents and children with a fun, more interactive Cool Culture experience!

Each issue will include a full length article about one of our cultural institution partners in the new and improved Cool Culture *Hot Spot*. In addition, the *My Way Around Town* section will include an article about a Cool Culture family whose picture will be featured on the cover.

As always, each issue of *Family Time* will include a calendar of cultural activities, programs and events geared toward parents and children. *Family Time* also provides parents with practical information about each cultural institution partner, such as hours of operation and public transportation options. And Cool Culture's *Say Cheese!* photo contest will continue to provide families with additional opportunities to see themselves in the publication and to win a \$25 gift certificate.

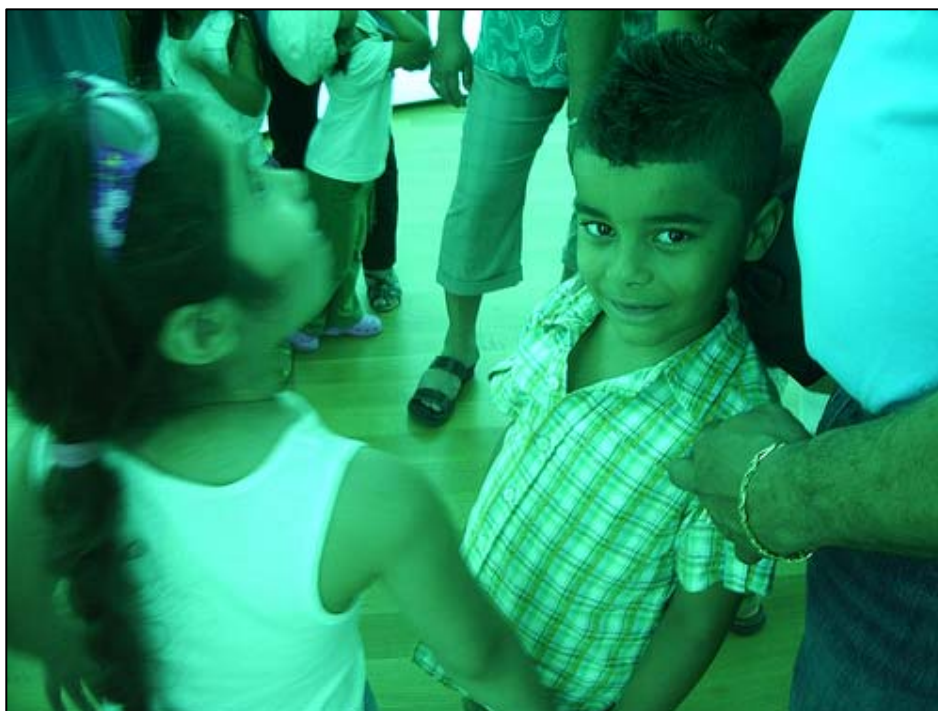
Here's How it Works:

- ***Family Time* is published 4 times a year - in November, February, May and August.**
- **Approximately two months ahead of the publication date, Cool Culture contacts cultural partners to request a list of programs scheduled to take place in the upcoming months.** This is your opportunity to highlight events, exhibits and hands-on activities that will be of interest to Cool Culture families.
- **Each Cool Culture family receives a copy of *Family Time* and all programs post a copy on their Cool Culture Bulletin Boards.**
- **Several copies of *Family Time* are also sent to all Cool Culture partner institutions.** If you need additional copies of Family Time, please contact us at info@coolculture.org.
- ***Family Time* is also available in English and Spanish on Cool Culture's website at www.coolculture.org.**

What Else?

Family Time presents a great opportunity to market your museum, historical society, botanic garden or wildlife center to Cool Culture families. Many Cool Culture families may be making their first cultural excursions, and report that the feeling that cultural institutions are intimidating, or “not for them” has held them back. A feature in *Family Time* or *e-Family Time* will help your institution to convey a family friendly face.

If you are interested in being featured in *Family Time's* Cool Culture Hot Spot, contact us!



e-Family Time

Many Cool Culture families have requested that we provide them with more information about New York City's cultural happenings. In response, Cool Culture launched *e-Family Time*, our monthly email newsletter – another great way to connect with Cool Culture families!

Each issue includes highlights from some of our cultural partners as well as additional listings of exhibits, ongoing programs and special events that will keep parents in-the-know about family friendly exhibits, ongoing programs and special events at your cultural institution.

Here's How it Works:

- **At the beginning of every month a copy of *e-Family Time* is sent to families** who provided Cool Culture with their email address upon registration.
- **Cool Culture families and the general public may also subscribe to *e-Family Time* by emailing us at familytime@coolculture.org or by going to our website: www.coolculture.org.**
- **If there are exhibits or activities that you would like to feature, feel free to submit them to Cool Culture on a rolling basis at partner@coolculture.org.** This is your opportunity to highlight events, exhibits and hands-on activities that will be of interest to Cool Culture families.
- **Cultural Partners that would like to receive a subscription should contact us or sign up online!**



Cool Culture Connect – Audio Tour


Our *Cool Culture Connect* Audio Tour is featured in *Family Time* and on our website. Having full access to arts and culture means being well informed about what's available. *Cool Culture Connect* is designed to provide access by offering families an insiders view into the world of our arts and cultural partners. The Cool Culture Connect dial-in number will be posted on our website and in each issue *Family Time* and e-Family Time.

Here's How it Works:

Each issue of *Family Time* will include an audio tour that will spotlight upcoming events. Some exhibits will be introduced by Cool Culture parents and children, as well as by Cultural Liaisons that have made visits to partner cultural institutions; and who want to share their adventures or to make a cultural recommendation to the Cool Culture community.

Other programs and activities will be introduced museum curators, children's educators, teaching artists who will invite families to check out a special exhibit or ongoing program at their museum, botanic garden or wildlife center!

If you would like to be featured in Cool Culture's Audio Tours contact us -and of course, check out *Cool Culture Connect* for yourself, here's how:

- Look for this symbol  in the *Family Time* newsletter.
- Dial the *Cool Culture Connect* number: 718.408.2393 and listen to the welcome message.
- Enter the item number of interest, followed by the # key. Each recording is about one minute long, and you can enter another item number anytime you want.
- Share your feedback by using our feedback option - and encourage others to do the same!
- It's easy and FREE - no cost except your minutes (if using a cell phone).

Cool Culture's New Website [www.coolculture.org!](http://www.coolculture.org)

Check out Cool Culture's new, revamped website! www.coolculture.org has a ton to offer families and you! The brand-new site features sections custom-made for you and your fellow museum colleagues, parents, and early childhood educators—for any and every visitor to find exactly what you need to know!

Here are just a few of the resources available at www.coolculture.org:

- **What's Cool?** Learn about and stay up-to-date on Cool Culture events and programs.
- **What's Hot?** Get featured and share all the hot goings-on at your institution with families!
- **How Cool Is That?** Get the inside scoop on personal stories from artists, families, early childhood educators and museum personnel about their experiences with art, culture, and family!
- **Want Hot Ideas To Make Culture Cool?** Get suggestions, best practices, links to resources and more!
- **Have a general question?** Check out the FAQ (frequently asked questions) section. There is one for both you and Cool Culture families for a one-stop guide to all things Cool Culture!

Target First Trips!

Each year, Cool Culture works with a select number of cultural institution partners to organize its *Target First Trips* program for families yet to make a visit to a cultural partner. *First Trips* program is structured to address parents' concerns about feeling welcome at the City's cultural institutions, knowing what to do once there, and how to answer their children's questions.

The program offers organized weekend museum trips for parents which pair families on their first museum visit with a small number of volunteers; and brings structure to the trips with a program of hands-on activities at the cultural institution.

Activities include parent-child activities and an independent learning experience for parents which provide teaching techniques that can be used to engage their children during return visits.

First Trips was inspired by trips organized by a small number of participating centers which had found this to be an extremely effective way to help families feel comfortable enough with the museum-going experience to return on their own. Experience has shown that when parents feel comfortable and knowledgeable about the exhibits, they are more likely to return to share the experience with their children.

Interested in providing a First Trips experience to Cool Culture Families? Call us - we'll work with you to make it happen!



Cool Culture Fair

Cool Culture's annual Culture Fair provides an opportunity for you to meet representatives from our cultural institution partners and learn about the exhibits, events and activities that take place at New York City's museums, botanical gardens and zoos.

This year's Culture Fair was held at the Intrepid Sea, Air & Space Museum on Monday, November 16th. The schedule of events included an opportunity for Cultural Liaisons and parents to network with attending cultural institutions, followed by breakout sessions which feature by museum educators, early childhood professionals and arts administrators.

Last year's Culture Fair, *All Hands on Deck: Crafting the Teachable Moment*, was held at the South Street Seaport Museum, and featured representatives from over 60 arts and cultural institutions and was attended by over 450 Cultural Liaisons, center directors and parents! In years past, the Culture Fair has been held at The Metropolitan Museum of Art, the Brooklyn Museum, The Museum of the City of New York, the Brooklyn Botanic Garden, and the New-York Historical Society.

How Does Culture Fair Help You to Reach New Audiences?

Cool Culture Fair is a great opportunity to reach our early education and social work partners – professionals who work with low-income and nontraditional audiences. Equally important, the Culture Fair provides an exciting opportunity for early education staff to engage in a discussion on museums, history, artistic expression, and cultural participation that will help them inspire their families to make museum visits with their children.



Here's How it Works:

- Each year our partner museums, botanical gardens and zoos are invited to send representatives to network, given space to disseminate materials, and to showcase the unique events, exhibitions and activities for children and families that take place at their institutions.
- While at the Fair, you will have the opportunity to talk with Cultural Liaisons about your programming and family-focused activities, share materials, and develop partnerships.
- After the Fair, early childhood educators and social service staff go back to their programs and share resources, post materials, decorate their classrooms and family resource rooms with cultural institution information – and most importantly, spread excitement about family cultural adventures.

We look forward to seeing you there this year!



Appendices



Appendix I: Cool Culture Contact Information

Cool Culture

80 Hanson Place, Suite 604
Brooklyn, New York 11217

718.230.4186

718.230.4556 (fax)

www.coolculture.org

Directions

By train you can take:

the 2, 3, 4, 5, N, R, D, B or Q to
Atlantic/Pacific Avenue

-or-

the C to Lafayette Street

-or-

the G to Fulton Street

Staff

Candice Anderson

Executive Director

canderson@coolculture.org

718.230.4186 x 302

Monica Abend

Program Director

monica@coolculture.org

718.230.4186 x 301

Lindsay Booker

Communications Assistant

lbooker@coolculture.org

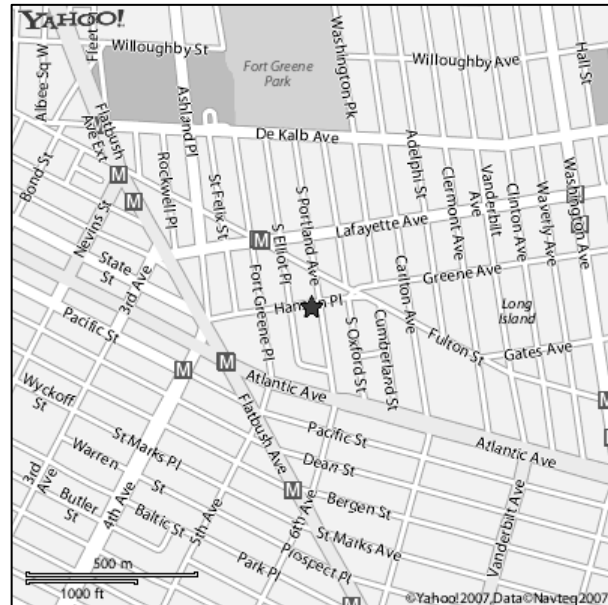
718.230.4186 x 305

Li Zhou

Program Assistant

lzhou@coolculture.org

718.230.4186 x 300



Appendix II: Partner Cultural Institutions

Alice Austen House Museum
American Folk Art Museum
American Museum of Natural History
Anne Frank Center
Asia Society
Asian American Arts Centre
Bronx Museum of the Arts
Brooklyn Botanic Garden
Brooklyn Children's Museum
Brooklyn Historical Society
Brooklyn Museum
The Cathedral Church of Saint John the Divine
Center for Architecture
Center Jewish History
Central Park Zoo
Chelsea Art Museum
Children's Galleries for Jewish Culture
Children's Museum of Manhattan
Children's Museum of the Arts
The Cloisters
Cooper-Hewitt, National Design Museum
The Drawing Center
Dyckman Farmhouse Museum
El Museo del Barrio
FDNY Fire Zone
Flushing Council on Culture and Arts
Gracie Mansion
The Hispanic Society of America Museum and Library
Historic Richmond Town
International Center of Photography
Intrepid Sea, Air & Space Museum
The Jacques Marchais Museum of Tibetan Art
Jamaica Center for Arts & Learning
Japan Society
The Jewish Museum
King Manor Museum
Lefferts Historic House
Louis Armstrong House Museum
Merchant's House Museum
The Metropolitan Museum of Art
The Morgan Library & Museum
Morris-Jumel Mansion
Mount Vernon Hotel Museum and Garden
Museum at Eldridge Street
The Museum at FIT
Museum of American Finance
Museum of Arts and Design
Museum of Biblical Art
Museum of Chinese in America
MoCADA: Museum of Contemporary African Diasporan Arts
Museum of Jewish Heritage - A Living Memorial to the Holocaust
The Museum of Modern Art
Museum of the City of New York
Museum of the Moving Image
National Academy Museum & School of Fine Arts
The National Jazz Museum in Harlem
National Museum of the American Indian
The New York Botanical Garden
New York City Fire Museum
The New York City Police Museum
New York Hall of Science
New York Transit Museum
New-York Historical Society
The Noguchi Museum
P.S. 1 Contemporary Art Center
The Paley Center for Media
Prospect Park Audobon Center
Prospect Park Zoo
Queens Botanical Garden
Queens Historical Society at Kingsland Homestead
Queens Museum of Art
Queens Zoo
Rubin Museum of Art
Schomburg Center for Research in Black Culture
Skyscraper Museum
Snug Harbor Cultural Center & Botanical Garden
Socrates Sculpture Park
Solomon R. Guggenheim Museum
Sony Wonder Technology Lab
South Street Seaport Museum
Staten Island Children's Museum
Staten Island Museum
Staten Island Zoo
The Studio Museum in Harlem
Van Cortlandt House Museum
Wave Hill
Weeksville Heritage Center
Whitney Museum of American Art
Wyckoff Farmhouse Museum
Yeshiva University Museum

Appendix III: The Cool Culture Family Pass



COOL
CULTURE

FAMILY PASS

JOHN SIMPSON FAMILY
PROGRAM:
NEW YORK CITY HEADSTART

VALID THROUGH 10/31/10
PASS NUMBER 43245

This Pass admits up to 5 family members to the institutions listed on the back.
For information on hours and directions please check Family Time
or visit www.cool-culture.org

Alice Austen House Museum, American Folk Art Museum, American Museum of Natural History, Anne Frank Center, Asia Society, Asian American Arts Centre, Bronx Museum of the Arts, Brooklyn Botanic Garden, Brooklyn Children's Museum, Brooklyn Historical Society, Brooklyn Museum, The Cathedral Church of Saint John the Divine, Center for Architecture, Center Jewish History, Central Park Zoo, Chelsea Art Museum, Children's Galleries for Jewish Culture, Children's Museum of Manhattan, Children's Museum of the Arts, The Cloisters, Cooper-Hewitt, National Design Museum, The Drawing Center, Dyckman Farmhouse Museum, El Museo del Barrio, FDNY Fire Zone, Flushing Council on Culture and Arts, Grace Mansion, The Hispanic Society of America Museum and Library, Historic Richmond Town, International Center of Photography, Intrepid Sea, Air & Space Museum, The Jacques Marchais Museum of Tibetan Art, Jamaica Center for Arts & Learning, Japan Society, The Jewish Museum, King Manor Museum, Lefferts Historic House, Louis Armstrong House Museum, Merchant's House Museum, The Metropolitan Museum of Art, The Morgan Library & Museum, Morris-Jumel Mansion, Mount Vernon Hotel Museum and Garden, Museum at Eldridge Street, The Museum at FIT, Museum of American Finance, Museum of Arts and Design, Museum of Biblical Art, Museum of Chinese in America, MoCADA: Museum of Contemporary African Diasporan Arts, Museum of Jewish Heritage - A Living Memorial to the Holocaust, The Museum of Modern Art, Museum of the City of New York, Museum of the Moving Image, National Academy Museum & School of Fine Arts, The National Jazz Museum in Harlem, National Museum of the American Indian, The New York Botanical Garden, New York City Fire Museum, The New York City Police Museum, New York Hall of Science, New York Transit Museum, New-York Historical Society, The Noguchi Museum, P.S. 1 Contemporary Art Center, The Paley Center for Media, Prospect Park Audubon Center, Prospect Park Zoo, Queens Botanical Garden, Queens Historical Society at Kingsland Homestead, Queens Museum of Art, Queens Zoo, Rubin Museum of Art, Schomburg Center for Research in Black Culture, Skyscraper Museum, Snug Harbor Cultural Center & Botanical Garden, Socrates Sculpture Park, Solomon R. Guggenheim Museum, Sony Wonder Technology Lab, South Street Seaport Museum, Staten Island Children's Museum, Staten Island Museum, Staten Island Zoo, The Studio Museum in Harlem, Van Cortlandt House Museum, Wave Hill, Weeksville Heritage Center, Whitney Museum of American Art, Wyckoff Farmhouse Museum, Yeshiva University Museum

*Appendix IV: At-A-Glance Guidelines
Cool Culture Family Pass & Cultural Institution
Partnership*

- **Cool Culture Family Passes** provide free general admission to families of up to five (5) people who present a **Pass**. Please note that the group may be made up of *any* combination of adults and children. Note that five (5) adults may use a Cool Culture Family Pass for admission to your institution.
- **Three (3) families may go to your cultural institution together.** (Passes may not be used for school or class trips and Cool Culture directs all programs to schedule their group visits through your visitor services department).
- Please be aware that **some families may have two last names printed on their Pass**. The last names may be separated by a hyphen or a slash.
- Please note that some Cool Culture Family Pass holders may **NOT** have identification; a number of the families that we serve do not hold an official identification.
- Cool Culture **Loaner Passes** will display the name of the center and will have Loaner Pass printed on the front in lieu of a family name. Cool Culture produces a limited number of these passes for families that have lost their pass or have missed the registration deadline.
- **For some families, taking their first cultural institution trip can be an intimidating experience; please note that three (3) families may enter your cultural institution at the same time.** (This excursion is not a group visit, rather families supporting each other during this new experience).

We respectfully ask that as a Cultural Institution partner you:

- Train all admissions and visitor staff to recognize and honor the Cool Culture Family Pass.
- Keep a daily **record** of the number of Cool Culture visitors, during the time period of November 1, 2009 - October 31, 2010. Please note that the better your institution can track this, the better we can compile data that reflects Cool Culture visitation trends. This information helps us measure our success and getting families to patronize your institution. At the end of each program year we will gladly share visitor data collected, we believe it will be beneficial to your institution's visitor service and audience development departments.
- Participate in the annual **Cool Culture Fair**.
- Submit information on family and public programs to be included in Cool Culture's monthly for the e-Newsletter and the quarterly ***Family Time*** newsletter.

- If, for any reason, your visitor service department has an unusual experience with a Cool Culture visitor, please contact the Cool Culture office immediately.

Appendix V: Visitor Service Reference Sheet

About Cool Culture and the Cool Culture Family Pass

Cool Culture was founded in 1999 by two children’s educators who were concerned that NYC’s renowned cultural institutions were not being utilized by low-income families. Over the past decade Cool Culture has developed a model of audience development that partners with early education programs that serve low-income families to promote and market our partner cultural institutions. **Working with 90 museums, botanic gardens and zoos that are committed to audience development and providing families and young children with free and unlimited access, Cool Culture and its partners are unique in the nation as a coalition dedicated to breaking down barriers to cultural participation.**

- *Cool Culture Family Passes* provide free general admission to families of up to five people who present a Pass. Please note that the group may be made up of *any* combination of adults or children. Five adults may enter as well, providing parents with an opportunity to become acquainted with your institutions’ collection prior to visiting with their children.
- *Cool Culture Family Passes* are valid for a one-year period and have the families’ last name printed on the card. Some families may have two last names printed on their Pass.
- *Cool Culture Family **Loaner Passes*** display the name of the center and will have Loaner Pass printed on the front in lieu of a family name. These passes may be used by families that enroll in the program mid-year or that have lost their pass.
- Some *Cool Culture Family Pass* holders may **NOT** have personal identification; please note that a family does not need to show identification to enter Cool Culture partner institutions.
- As many as three families can visit your cultural institution together.
- Passes may *not* be used for school, class or group trips.

About the Diverse Audience Tracking Project

Cool Culture would like to understand the patterns of low-income families and their visitation rates among our partner museums, botanical gardens and zoos so that we can better promote our partner cultural institutions. **Each quarter, Cool Culture will contact you to collect monthly Cool Culture family visitation data. Information will be collected from 80 cultural institution partners in order to track seasonal trends.**

Here’s what we’re asking:

- Please track the exact number of Cool Culture visitors, please *avoid* using a system that approximates the number of individuals entering your institution with Cool Culture Family Passes.
- Please track visitation even during free days and hours, large events such as “family days” and children in strollers.
- Please track class trips separately from Cool Culture family visits.

We recognize that during the holidays and during your institution’s “high season” it gets crowded at the ticket entrance, but we ask that you please work with us to track all Cool Culture visitors. We look forward to having our partner cultural institutions collect data which will allow us to precisely measure and publicize the impact of our work together.

Appendix VI: Sample Score Card



INFORMATION FOR REPORTING

GENERAL STATISTICS & DEMOGRAPHICS

Family & Early Childhood Center Data	06 - 07	07 - 08	08 - 09
# of families	31,000	33,000	50,000
# of centers	368	325	380

Borough Distribution	Centers	Percent
Brooklyn	149	39%
Manhattan	123	32%
Bronx	56	15%
Queers	45	12%
Staten Island	7	2%
Total	380	100%

Ethnicity / Race	Percent
Latino	52%
Black	30%
White	9%
Asian	6%
Arab	2%
Other	1%
Total	100%

Languages	Percent
Spanish	42.82%
English	40.78%
Chinese (all dialects)	5.17%
Yiddish	3.24%
French	1.63%
Russian	1.55%
Creole	1.10%
Hebrew	1.07%
Other Languages	1.03%
Bangla	0.47%
Urdu	0.46%
Other African dialect	0.40%
Farsi	0.17%
Portuguese	0.10%
Total	100%

MEDIA IMPRESSIONS

Cool Culture Stakeholders	Family Time ¹ per quarter	Family Time ² per year	E-Family Time ³ per quarter	Annual TOTAL
Cool Culture Families ⁴	82,948	331,792	5,871	349,405
Early Childhood Staff	8,526	34,104	2,721	42,257
Policy makers, foundations, supporters, media outlets	350	1,400	n/a	1,400
Total Media Impressions	91,824	367,296	8,592	393,072
Total Media Impression with "pass-along" rate ⁵ = 1	183,648	734,592	17,184	786,144

The chart above conservatively estimates the number of gross media impressions⁵ that a Cool Culture partner cultural institution will receive in a 1-year period. All partner cultural institutions are mentioned at least four times a year in *Family Time*, or once in each issue. Cultural institution partners are also mentioned in the *E-Family Time*, on average three times a year.

Cool Culture often features cultural institution partners in both its print and electronic media and will soon be instituting even more opportunities to be featured at its website. A customized Media Profile that provides specific details of the mentions and featured opportunities for your cultural institution follows.

¹ *Family Time* is a quarterly newsletter publication received by all Cool Culture stakeholders. Each partner cultural institution is mentioned at least once in each quarterly issue.
² *E-Family Time* is a monthly email campaign. Partner cultural institutions are mentioned on average three times per year.
³ On average Cool Culture families have four family members. This model assumes two (2) readers per household.
⁴ "Pass-along" rate is the number of people beyond the subscriber household who read each issue. This model assumes a pass along rate of 1 additional reader.
⁵ Media impressions represent the number of people who may have seen / received something about you via a media outlet.



Cool Culture Media Profile
The Sample Museum

Cohort	# of Cultural Institution Partners in this Cohort	Approximate Visitation per year ¹
Cohort I	17	700 – 14,100
Cohort II	12	50 – 689
Cohort III	52	0 – 49
TOTAL	80	91,720

The Sample Museum has been noted in Cohort I. The goal of sharing this information with you is to:

- Assist internal tracking and evaluation of your institution's progress against cultural access benchmarks.
- Provide useful and actionable statistics that you can share with your supporters.
- Facilitate discussions to create opportunities for greater media impact and involvement for your institution among Cool Culture stakeholders and audiences.

FEATURED in <i>E-Family Time</i>	September		October		November		December	
	Times	Audience*	Times	Audience*	Times	Audience*	Times	Audience*
Spotlight <i>E-Family Time</i> Cultural Institution								
Article								
Events Calendar			X	5,871				
Logo								
Photos or images								
URL Link			X	5,871				
TOTAL			2	11,742				
TOTAL with "pass-along" rate = 1			4	23,484				

FEATURED in Fall <i>Family Time</i>	Times	Audience ²	Impressions
Front cover	X	82,948	82,948
Front cover, logo	X	82,948	82,948
Front cover, photograph	X	82,948	82,948
Spotlight <i>Family Time</i> Cultural Institution			
Ongoing Programs			
Events Calendar			
Audio symbol/logo, Cool Culture Connect	X	82,948	82,948
Photo or images			
MENTIONED in Fall <i>Family Time</i>	Times	Audience	Impressions
Cultural Institution Partner map/info section	X	82,948	82,948
TOTAL	5		414,740
TOTAL with "pass-along" rate = 1	10		829,480

FEATURED on <i>Cool Culture Connect</i>	Times	Audience ³	Impressions
Featured as one of the Cultural Institutions			
TOTAL			

DO YOU WANT GREATER IMPACT? *If you would like your institution to be featured in an upcoming Cool Culture publication, please reach out to Monica Abend, Program Director at 718.230.4186 x 301 or by email at monica@cool-culture.org to discuss your exhibition and family offerings that you would like to be featured.*

¹ July 2007-June 2008.

² Cool Culture families (one adult email user) and early childhood staff.

³ Cool Culture families (two adult readers), early childhood staff, policy makers, foundations, supporters and media outlets.

⁴ Cool Culture Connect is available to all Cool Culture stakeholders; on a monthly average there are 100 phone calls.

Appendix VII: Early Childhood Education Program Descriptions

Subsidized Child Care

Subsidized child care is administered by the New York City Administration for Children's Services (ACS) Division of Child Care and Head Start. 36,000 children ages birth to 5 receive care in a center or family home.

Early Head Start

Created in 1995 and administered by the U.S. Administration for Children and Families, Early Head Start serves just under 1,200 New York City children and their families.

Head Start

Created in 1965 and administered by the ACS's Division of Child Care and Head Start, Head Start serves 20,000 low-income 3 to 5 year-olds in New York City.

Universal Pre-Kindergarten

Created in 1997, Universal Pre-Kindergarten is a statewide program designed to provide a half-day of no-cost early childhood education to 45,000 four-year-olds of all incomes.

Even Start Family Literacy Program

Even Start Family Literacy Program Serves children ages birth through seven years whose parents are eligible for basic adult education.

Early Intervention

The Early Intervention program is administered by the NYC Department of Health and Mental Hygiene and provides care to 19,000 infants and toddlers with special needs.

Committee on Preschool Special Education

The Committee on Preschool Special Education is administered by the Department of Education and provides services to 23,000 preschool children age three to five with developmental delays.

Appendix VIII: Cool Culture Workshop Series

Literacy Through Culture Workshop Series

LTC Advanced is designed to increase family museum visitation by providing parents with a view into the value of art exposure to their children's cognitive and language development; and providing parents and children with an art making and art appreciation experiences in their communities. The project is a collaborative initiative between Cool Culture, an Education Consultant Team from Bank Street College of Education led by Cathleen Wiggins, Professor and Director of the Leadership in the Arts Program; and seven cultural institutions that reflect the diversity of New York City's arts institutions.

Cultural Liaison Learning Experiences Series

This workshop series is led by museum educators at a variety of cultural institutions around the city. The workshops provide Child Care and Head Start staff with a visual literacy-based lesson specifically developed for Cool Culture families.

Literacy Without Walls Workshop Series

Cool Culture's Literacy Without Walls family involvement program is a series of seven professional development workshops geared toward Title I Public School Family Assistants, Parent Coordinators and Social Workers.

Appendix IX: List of Early Childhood Education Partners



The Bronx

1199 Future of America Learning Center

2500 Creston Avenue 3rd floor

Amalgamated Nursery School

3980 Orloff Ave

As the Twig is Bent Children's Center

355 East 183rd Street

Betances Early Childhood Development Center

528 East 146th Street

Blondell G. Joyner Day Care Center

909 Tinton Avenue

BOLD NY

489 St. Paul's Place

CAS Bronx Early Childhood Center

1515 Southern Boulevard, 2nd Fl

Citizens Advice Bureau Homebase

1130 Grand Concourse, 3rd Floor

Concourse Day Care Center

100-120 East Mt. Eden Ave

Concourse Even Start

1130 Grand Concourse, 2nd Floor

Concourse House Day Care

2751 Grand Concourse

Crawford Community Early Learning Center

670 East 219 Street

Dominican Sisters Family Health Service

279 Alexander Avenue

Dr. Richard Green Day Care Center

450 Castle Hill Avenue

Dr. Richard Green Learning Center Head Start

450 Castle Hill Avenue

Easter Seals Child Development Center: Early Intervention Program

2433 East Tremont Avenue

Gwendolyn B. Bland Day Care Center

749 East 163rd Street

HAC Marshall England Early Childhood Learning Center

800 Concourse Village East

HAC Paradise Learning Center

258 East 165th Street

HELP Morris Early Childhood Program

285 East 171st Street

Highbridge Advisory Council Day Care Center

1181 Nelson Avenue

Highbridge Nursery School

1531 University Avenue

Holy Spirit Head Start

1960 University Avenue

Inwood House

522 Courtlandt Ave

KHCC Head Start & Early Head Start

3101 Kingsbridge Terrace

La Peninsula Head Start Center 6 - Grantee

1423 Prospect Avenue

La Peninsula Head Start I @ Manida

711 Manida Street

La Peninsula Head Start II

1054 Intervale Avenue

La Peninsula Head Start IV

1423 Prospect Avenue

La Peninsula Head Start V

1871 Walton Avenue

La Peninsula Head Start VII

1717 Fulton Avenue

Little Angels/St. Nicholas of Tolentine Head Start
2331 University Avenue

Marble Hill Head Start
5480 Broadway

Marble Hill Nursery School
5470 Broadway

Mid-Bronx CCRP Early Learning Center
1125 Grand Concourse

Mid-Bronx CCRP Head Start
1125 Grand Concourse

Monsignor Boyle Head Start
3044 Hull Avenue

Moshulu Montefiore Head Start
3450 DeKalb Avenue, 2nd Floor

New York Foundling FDC
369 East 149th Street, 8th Floor

Paul T. Matson Head Start I
1951 Washington Ave

Paul T. Matson Head Start II
1984-86 Crotona Avenue

Paul T. Matson Head Start III
2431 Morris Avenue

Paul T. Matson Head Start IV
1057 Boynton Avenue

Paul T. Matson Head Start V
1802 Story Avenue

Phipps Head Start
921 East 180th Street

Phipps Lambert Head Start
1005 East 179th Street

Rainbow School for Child Development
900 Pelham Parkway South

Sacred Heart Head Start II
1248 Nelson Avenue

Sacred Heart I Head Start
95 West 168th Street

Seventh Avenue Center for Families Head Start I
1646 Montgomery Avenue

Soundview Child Care Center
1700 Seward Avenue

St. Anthony's Head Start
1750 Mansion Street

St. Martin of Tours Head Start
695 182nd Street

St. Rita's Head Start
452 College Avenue

St. Simon Head Start
2195 Valentine Avenue

Stepping Stone Day School
2826 Westchester Avenue

Susan E. Wagner Day Care Center
1140 East 229th Street

The Salvation Army - Bronx Day Care Center
425 East 159th Street

The Salvation Army - Tremont Day Care Center
2121 Washington Avenue

Trabajamos Community Head Start III
2260 Crotona Avenue

Tremont-Crotona Head Start
1600 Crotona Park East

WHEDCO Urban Horizons Early Childhood Discovery Center
50 East 168th Street

Brooklyn

Aim High Day Care Center
229 Parkville Avenue

**Alonzo A. Daughtry Memorial Day
Care Center II**
333 Second Street

**AMICO Court Street Children's
Center**
292 Court Street

**Audrey Johnson Day Care
Learning Center**
272 Moffat Street

Bais Sarah School
6101 16th Avenue

BBCS Duffield Children's Center
101 Fleet Place

Bedford Avenue Family Day Care
40 Brevoort Place

Bedford Harrison Day Care Center
60 Harrison Avenue

**Bedford Village Garden Day
School**
536A Monroe Street

**Bedford-Stuyvesant Head Start -
Decatur Center**
265 Decatur Street

**Bedford-Stuyvesant Head Start -
DeKalb Center**
971 DeKalb Avenue

**Bedford-Stuyvesant Head Start -
Garvey Center**
275 Marcus Garvey Boulevard

**Bedford-Stuyvesant Head Start -
Jefferson Center**
260 Jefferson Avenue

**Bedford-Stuyvesant Head Start -
Kings First Center**
133 Kings First Walk

**Bedford-Stuyvesant Head Start -
Lexington Center**
262 Lexington Avenue

**Bedford-Stuyvesant Head Start -
MacDonough Center**
506 MacDonough Street

**Bedford-Stuyvesant Head Start -
Quincy Center I**
5 Quincy Street, 2nd Floor

**Bedford-Stuyvesant Head Start -
Quincy Center II**
510-522 Quincy Street

**Bedford-Stuyvesant Head Start -
Stuyvesant Center**
214 Stuyvesant Avenue

Beis Chaya Mushka
1505 Carroll Street

Beth Jacob Day Care Center
1363 46th Street

Beth Rivkah Head Start
310 Crown Street

Bethel Day Care Center
242 Hoyt Street

**Billy Martin Child Development
Center**
333 Classon Avenue

Bishop Sexton Head Start
933 Herkimer Street

Boulevard Nursery School
2150 Linden Boulevard

**Breukelen Recreation Rooms Day
Care Center**
717 East 105th Street

**Breukelen Recreation Rooms
Head Start**
715 East 105th Street

Brevoort Children's Center
250 Ralph Avenue

**Bridge Street Child Development
Center**
281 Stuyvesant Avenue

Bright Smile Center
1051-59th Street

**Brooklyn Child & Family Services -
Project CHANCE**
44-60 Rockwell Place

**Brooklyn Chinese-American
Association Early Childhood
Center**
812 54th Street 2/F

**Brooklyn College Early Childhood
Center**
2900 Bedford Ave., 1604 James
Hall

Bushwick Bright Start Program
203 Irving Avenue

Bushwick United Head Start I
136 Stanhope Street

Bushwick United Head Start III
331 Central Avenue

Bushwick United Head Start V
153 Johnson Avenue

**Bushwick United Head Start-
Leonard Street**
178 Leonard Street

CDSC Head Start
802-804 Kent Avenue

**Challenge Early Intervention
Center**
649 39th St.

**Children's Corner Day Care
Center**
565 Livonia Avenue

**Christ Church United Methodist
Head Start**
4419 Seventh Avenue

Community & Parents Day Care Center
243 S. 2nd St.

Community Parents Head Start
90 Chauncey Street

Coney Island Child Care Center
2757 West 33rd Street

Congregation Machna Shalva I
1362 49th Street

Congregation Machna Shalva II
1363 50th Street

Cooper Park Child Care Center
292 Frost Street

**CSD 15/Lutheran Family Health Centers
Even Start**
199 14th Street, 3rd Floor

Cypress Hills Child Care Center
108 Pine Street

Cypress Hills Head Start
3295 Fulton Street

E.L. Cleaveland Day Care Center
1185 Park Place

**Eis Laasois/Williamsburg Infant & ECD
Center**
22 Middleton Street

Ella Baker/Charles Romain CDC
1150 Carroll Street, Room 107

Excellence Baby Academy
225 Patchen Avenue

Family Head Start - Bensonhurst
8885 26th Avenue

Family Head Start - Brighton Beach
293 Neptune Avenue

Family Head Start - East Flatbush
3017 Glenwood Road

Farragut Children's Center
32 Navy Street

Gan Day Care Center
4206-10 15th Avenue

Georgia L. McMurray Day Care
675 Lincoln Avenue

Grace Preschool Day Care Center
525 Parkside Avenue

**Graham-Windham Williamsburg Child
Care Center**
110 Taylor Street

**Grand Street Settlement Child & Family
Center**
783 Knickerbocker Avenue

Haitian American Day Care Center III
813 Sterling Place

Helen Owen Carey Child Development Center
71 Lincoln Place

Herbert G. Birch - Nazareth
475 East 57th Street

Highway Nursery School
1387 East 37th Street

Hospital Clinic/ACE Integration
1419-1423 Broadway

John Coker Day Care Center
1375 Bushwick Avenue

John F. Kennedy Child Care Center
103-15 Farragut Road

John Oravec Child Care Center
25 Nassau Avenue

Keshet Learning Center
1612 Quentin Rd

Kiddies Learning Center
263 Troy Avenue

Learning Works Group Family Day Care
449 Macon Street

LIFE Head Start
671 Louisiana Avenue

Little Sun People, Too!
265 Marcus Garvey Boulevard

Madeleine Jones Head Start II
3415 Neptune Avenue

Magical Years Early Childhood Center
230 - 60th Street

Marcy Children's Center
494 Marcy Avenue

Medgar Evers College Head Start I
71 Lincoln Place

Medgar Evers College Head Start II
60 E. 93rd Street

Morris L. Eisenstein Learning Center
613 New Lots Avenue

Mosdoth Day Care Center
420 Lefferts Avenue

Nat Azarow Day Care Center
232 Powell Street

Nevins Day Care Center
460 Atlantic Avenue

New Life Child Development Center @ Woodbine
295 Woodbine Street

New Life Greene Head Start
1307 Greene Avenue

New Life Grove Head Start
406 Grove Street

Nuestros Ninos Day Care Center III
161 South 3rd Street

Nuestros Ninos I
384 South 4th Street

Nuestros Ninos II
243 South 2nd Street

Ohel Sarah Day Care Center
771 Crown Street

Ohr Menachem
1729 President Street

Our Children's Center
300 Jay Street

Padre Kennedy Head Start
288 Berry Street

PAL Arnold & Marie Schwartz Head Start
454 Pennsylvania Avenue

PAL Carey Gardens Day Care Center
2964 West 23rd Street

PAL Miccio Day Care Center
595 Clinton Street

PAL Miccio Head Start
120 West 9th Street

PAL Quincy Day Care-Head Start Collaboration
5 Quincy Street

PAL World of Creative Experience Head Start
280 Livonia Avenue

PAL World of Little People Head Start
565 Baltic Street

Park Place Day Care Center
963 Park Place

Project Social Care Head Start I
5902 14th Avenue

Project Social Care Head Start II
5902 14th Ave

Project Social Care Head Start III
5902 14th Avenue

Puerto Rican Family Institute Head Start
185 Marcy Avenue

Robert F. Kennedy Child Care Center
741 Flushing Avenue

Round Table Child Care Center
1175 Gates Avenue

SCO- Brownsville Partnership
444 Thomas Boyland Street

SCO- Family of Services Early Childhood Center
1221 Bedford Avenue

SCO-Early Childhood Center @ Groundwork
692 Blake Avenue

Shira Head Start - Bais Yaakov
1630 43th Street

Shira Head Start - Beth Hillel
1630 43rd Street

Shira Head Start - Bnos Zion
5002 14th Avenue

Shira Head Start - Boyan
1630 43rd st

Shira Head Start - Chasan Sofer
1630 43th Street

Shira Head Start - Gur
1630 43rd Street

Shira Head Start - Shaarei Hayosher
1630 43rd Street

Shira Head Start - Spinka
1630 43rd Street

Shira Head Start - Yesodei Hatorah
1630 43th Street

Smart Start Early Childhood Center, Inc.
8411 Fort Hamilton Parkway

St. Andrew's Community Day Care Center
4917 Fourth Avenue

St. John's Day Care Center
813 Sterling Place

St. Joseph Head Start
300 Vernon Avenue

St. Malachy's Head Start
220 Hendrix Street

St. Mark's Head Start
2017 Beverly Road

Stagg Street Center for Children
77-83 Stagg Street

Star America Preschool
880 60th Street

Starrett Early Learning
125 Schroeders Avenue

Sumner Children's Center
860 Park Avenue

Sunset Park Even Start
330 59th Street

Sunset Park Family Day Care
4222 4th Avenue

Sunset Park Head Start
4222 4th Avenue

Tabernacle Day Care Center
34-52 Kosciusko Street

The Salvation Army - Bedford Day Care Center
110 Kosciusko Street

The Salvation Army - Brownsville Day Care Center
280 Riverdale Avenue

The Salvation Army - Bushwick Day Care Center
1151 Bushwick Avenue

The Salvation Army - Fiesta Day Care Center
80 Lorraine Street

The Salvation Army - Sutter Avenue Day Care Center
20 Sutter Avenue

Tompkins Children's Center
730 Park Avenue

United Academy Inc.
45C Williamsburg St. West

United Lubavitcher Yeshiva Day Care Center
570 Crown Street

United Talamudical Academy
5301 14th Ave

Vincent J. Caristo Child Care Center
5901 13th Avenue

Warren Street Center For Children and Families
343 Warren Street

We Learn Together Even Start
P.S. 139 - 330 Rugby Road

Williamsburg Y Head Start
64 Division Ave

Yeled V'Yalda Gan Tziporah
1257 38th Street

Yeled V'Yalda Head Start
1649 East 13 Street

Yeled V'Yalda Head Start I
5110 18th Avenue

Yeled V'Yalda Head Start II
6002-12 Farragut Road

Yeled V'Yalda Head Start IX
667 Eastern Parkway

Yeled V'Yalda Head Start V - Gan Yisroel
3909 15th Avenue

Yeled V'Yalda Head Start VI
1601 42nd Street

Yeled V'Yalda Head Start VII
1353 50th Street

Yeled V'Yalda Head Start VIII
2166 Coney Island Avenue

Yeled V'Yalda Head Start X
600 McDonald Avenue

Yeled V'Yalda Head Start XI
204 Keap Street

Yeled V'Yalda Head Start XII
407 East 53rd Street

Yeled V'Yalda Head Start XIII
563 Bedford Avenue

Yeled V'Yalda Head Start XIV
12 Franklin Avenue

Yeshiva Head Start I
274 Keap Street

Yeshiva Head Start IV
4706 10th Avenue

Young Minds Day Care Center
972 Fulton Street

YWCA Brownsville Early Learning Center
1592 East New York Avenue

YWCA Roberta Bright ELC
3001 West 37th Street

Zion Day Care Center
5000 14th Avenue

Manhattan

ABC Cassidy's Place
419 East 86th Street

ABC Echo Park
1841 Park Avenue

Adam Clayton Powell, Jr. Head Start
25 West 132nd Street

Addie Mae Collins Head Start I

110 East 129th Street

Addie Mae Collins Head Start II
345 East 101st Street

Annie G. Newsome Head Start I
129 West 138th Street

Annie G. Newsome Head Start II
646 Lenox Avenue

Annunciation Little Angels Head Start
461 West 131st Street

Bank Street Head Start
113 East 13th Street

Bank Street West Head Start
410 West 40th Street

Baruch College Early Learning Center
104 East 19th Street

Bellvue Educare Child Care Center
462 First Avenue- Chapel Hall Room D100

Bloomingtondale Family Program
125 W 109th Street

Bloomingtondale Project Growth Head Start
171 West 107th Street

Bloomingtondale Project Hope Head Start
987 Columbus Avenue

Boys & Girls Harbor Preschool
1 East 104 Street

Brownstone School Day Care Center
128 West 80th Street

Cardinal Spellman Head Start
137 East 2nd Street

CAS Drew Hamilton Learning Center
2672 Frederick Douglass Blvd

CAS Dunlevy Milbank Day Care
17-21 West 118th Street

CAS East Harlem Head Start
130 East 101st Street

CAS Frederick Douglass Head Start
885 Columbus Ave

CAS PS 5 Early Head Start
3703 Tenth Avenue

CAS PS 5 Extended Day
3703 Tenth Avenue

CAS PS 5 Head Start
3703 Tenth Avenue, Room 410

CAS PS 8 Early Head Start
465 West 167th Street

CAS PS 8 Head Start

465 West 167th Street

CAS Taft Day Care Center
1724-26 Madison Avenue

Center for Preschool and Family Learning

1854 Amsterdam Avenue

Center for Preschool and Family Learning II

529-531 West 155th Street

Chinatown Head Start
180 Mott Street

Citizens Care Day Care Center I
131 Saint Nicholas Avenue

City College Child Development Center
160 Convent Avenue

CLC Head Start - Adair House
23 West 124th Street

CLC Head Start - Taino Towers
221 East 122nd Street

Coalition for Human Housing Day Care Center
60 Essex Street

Columbia University Early Head Start
154 Haven Avenue, 3rd Floor

Columbia University Hamilton Early Head Start

110 Hamilton Place

Columbia University Head Start
154 Haven Avenue, 3rd Floor

Conexiones Entre Familias Family Day Care

110 Williams Street, Suite 1802

CPC Chung Pak Day Care Center
125 Walker Street, 3rd Floor

CPC Garment Industry Day Care Center
115 Chrystie Street, 2nd Floor

CPC Jacob Riis Child Care Center
108 Avenue D

CPC Little Star of Broome Street Day Care Center
151 Broome Street

Dawning Village Day Care Center

2090 First Avenue

Dewitt Reformed Church Head Start I
280 Rivington Street

Dewitt Reformed Church Head Start II
123 Ridge Street

**Dorothy Day Early Head Start and
Dorothy After School Program**
583 Riverside Drive C-Level

EA Lillian Wald Day Care Center
34 Avenue D

East Harlem Block Nursery School I
215 East 106th Street

East Harlem Block Nursery School II
2112 Madison Avenue

East Harlem CHS Bilingual Head Start I
440-46 East 116th Street

East Harlem CHS Family Day Care
2253 Third Avenue, 2nd Floor

ECDO Child Start Center
249 West 144th Street

Educational Alliance After 3 Arts
100 Attorney Street

Educational Alliance Child Care Center
197 East Broadway, 2nd Floor

Educational Alliance Early Head Start
197 East Broadway

Educational Alliance Head Start
197 East Broadway, 4th Floor

Educational Alliance Head Start @ PS 15
333 East 4th Street

Educational Alliance PS 064 Head Start
600 East 6th Street

Educational Alliance PS 142 Head Start
100 Attorney Street

Escalera Head Start
169 West 87th Street

Goddard Riverside Day Care Center
114 West 91st Street

Goddard Riverside Head Start
70 West 95th Street

**Grand Street Settlement Child Care
Center**
300 Delancey Street

Grand Street Settlement Head Start
294 Delancey Street

Hamilton Madison House Head Start V
129 Fulton Street

**Hamilton-Madison House Child Care
Center I**
60 Catherine Street

**Hamilton-Madison House Child Care
Center II**
10 Catherine Street

Hamilton-Madison House Head Start I
79 Catherine Street

Hamilton-Madison House Head Start III
77 Market Street

Hamilton-Madison House Head Start IV
241-243 Cherry Street

Harbor Family Horizons Daycare Center
1330 Fifth Avenue

Harbor Oasis Day Care Center
2211 First Avenue

Harlem Gems Head Start
60 West 117th Street

Harlem Gems UPK
41 West 117th Street Rm 144

Hartley House Family Day Care
413 West 46th Street

**Henry Street Settlement Day Care
Center I**
301 Henry Street

Henry Street Settlement Family School
110-120 Baruch Place

Holmes Tower - Eisman Day Nursery
1794 First Avenue

Hudson Guild Children Center
459 West 26th Street

James L. Varick Day Care Center
151-7 West 136th Street

James Weldon Johnson Head Start I
120 East 110th Street

Leggett Memorial Child Care Center
237 East 104th Street

Lenox Hill Neighborhood House Early Childhood Center
331 East 70th Street

Lincoln Square Neighborhood Center
250 West 65th Street

Mabel Barrett Fitzgerald Day Care & School Age Program
243 West 64th Street

Mary Walton Children's Center
224 West 152nd Street

Metro North Day Care Center
304 East 102nd Street

Miriam Campbell Home Care Program
P.O. Box 231272 Ansonia Station

Neighborhood Childrens Center
173 East 112 Street

Nicholas Cardell Day Care Center
84 Vermilyea Avenue

Northside Center for Child Development- Susan Patricof Head Start Center
302-306 East 111th Street

Odyssey House Family Center
219 East 121st Street

Our Queen of Martyrs Head Start
71-91 Arden Street

Quo Vadis Montessori Day Care Center
4111 Broadway

Seventh Avenue Center for Families Head Start II

711 Lenox Avenue
St. Matthew's & St. Timothy's Day Care Center
26 West 84th Street

The Salvation Army - Inwood Nursery
3732 Tenth Avenue

Union Settlement - Franklin Plaza Head Start
2081 Second Avenue

University Settlement Early Childhood Center
184 Eldridge Street

University Settlement Early Head Start
184 Eldridge Street

Uptown Harlem Gems
381 Lenox Avenue

Utopia Children's Center
236 West 129th Street

Virginia Day Nursery
464 East Tenth Street

Washington Heights Child Care Center
610-14 West 175th Street

West 83rd Street Preschool of St. Matthew's and St. Timothy's
128 West 83rd Street

West Harlem Head Start I
121 West 128th Street

West Harlem Head Start II
101 West 116th Street

West Side Montessori School
309 West 92nd Street

YWCA Polly Dodge Early Learning Center
538 West 55th Street

Queens

Afro American Parents Education Center III
118-49 Montauk Street

All Children's Childcare - Long Island City
35-01 24th Street

All Childrens Childcare II- Astoria
31-34 33rd Street

All My Children Day Care & Nursery School I
169-07 Jewel Avenue

**All My Children Day Care & Nursery
School II**
175-44 Mayfield Road

Alpha Kappa Alpha Day Care Center
144-06 Rockaway Blvd.

**Amistad Early Childhood Education
Center**
110-15 164th Place

B'Above Headstart - Central Base
83-06 Abingdon Road

Bethel Mission Loving Day Care Center
216 Beach 87th Street, 4th Floor

Bev's Kiddie Daycare, Inc.
101-45 113th Street

Bright Beginnings - 58th Street
41-31 58th Street

Bright Beginnings Jamaica Preschool
86-25 162nd Street

CECD Head Start
193-04 Jamaica Avenue

Charles R. Drew Early Learning Center
109-45 207th Street

Child Center of NY
34-10 108 Street

Child Center of NY - Woodside
60-02 Roosevelt Avenue

Child Center of NY Early Head Start
98-59 Corona Avenue

**Child Center of NY- Sonia Strumps &
Trude Weishaupt Clinics**
140-15B Sanford Avenue, 2nd Floor

Colin-Newell Head Start
161-06 89th Avenue

Community & Family Head Start
4105 Beach Channel Drive

E. Shalom Park Lane Preschool
116-66 Park Lane South

E. Shalom Preschool - Lefferts
82-02 Lefferts Blvd.

Forest Park School
102-35 63rd Road

**Herbert G. Birch - Springfield Gardens
Early Childhood Center**
145-02 Farmer's Boulevard

International Children's School
57-27 Penrod Street

JCCA Family Day Care
97-45 Queens Boulevard, Room 1018

Jerome Hardeman Child Care Center
29-49 Gillmore Street

Joseph DiMarco Child Care Center
36-49 11th Street

Joseph DiMarco Family Day Care
36-49 11th Street, 2nd Floor

Kid Krazy
21-25 21st Avenue

Little Meadows Early Childhood Center
67-25 188th Street

**Myrtle P Jarmon Early Childhood
Educational Center**
116-55 Guy R. Brewer Boulevard

PAL Western Queens Nursery School
10-26 41st Avenue

People's United Methodist Head Start
36-49 11th Street, 2nd Floor, Room 11

Queensbridge Day Care Center
38-11 27th Street

Quick Start Head Start
126-22 150th Street

Rockaway Child Care Center
14-66 Beach Channel Drive

Rockaway Head Start
72-05 Beach Channel Drive

**SCO- Family of Services Parent, Child
and Home Program**
103-24 Roosevelt Ave Suite 306

Sheldon R. Weaver Day Care Center
1279 Redfern Avenue

**South Jamaica Center for Children &
Parents I**
114-02 Guy R. Brewer Blvd

South Jamaica Center for Children & Parents II
94-43 159th Street

South Jamaica Center for Children & Parents III
226-11 56th Avenue

St. Margaret Mary Head Start
9-18 27th Avenue, 2nd Floor

Starlight Day Care Center
165-15 Archer Avenue

Sunshine School Child Care Program

91-10 146 Street
Sunshine School UPK
91-10 146 Street

Therese Cervini Family Day Care
35-33 104th Street, 3rd Floor

Therese Cervini Head Start and Annex
35-33 104th Street

Visiting Nurse Service Early Head Start
86-01 Rockaway Beach Blvd.

Yeshiva Tifereth Moshe Day Care Center
83-06 Abingdon Road

Staten Island

Silver Lake Head Start I
10 Gregg Place

Silver Lake Head Start II
20 Park Hill Circle

SIMH Head Start I-Dongan Hills
44 Dongan Hills Avenue

SIMH Head Start II
16 Osgood Avenue

SIMH Head Start III--Kingsley
100 Brighton Avenue

SIMH Port Richmond Day Nursery
166 Lockman Avenue

Trinity Lutheran School
309 St. Paul Avenue

YWCA Richmond Early Learning Center
159 Broadway