



## LITERACY WITHOUT WALLS: FAQ's

### 1. What is the *Literacy Without Walls* program?

*Literacy Without Walls* is a subsidized program that Cool Culture offers to New York City Title I public schools' pre-kindergarten and kindergarten families. The program includes two components:

- a) 5 professional development workshops at cultural institutions around the city, designed for your school's Cultural Liaison, a parent coordinator or teacher from your school that coordinates the program.
- b) A cultural access program for families with children in pre-kindergarten and kindergarten that provides free, unlimited general admission to 90 museums, gardens and zoos throughout the five boroughs. Families also receive resources that help them plan fun and educational experiences.

### 2. What kind of professional development is provided through *Literacy Without Walls*?

*Literacy Without Walls* professional development 5-part workshop series occurs during the school year and during school hours. Each 4.5 hour workshop takes place at a different cultural institution; it includes a guided tour by a museum educator and an introduction to simple educational strategies, and parent-child activities for museum visits. Participants leave the session well-informed about the educational opportunities available for families at cultural institutions and prepared to turnkey the information to parents in their school. Each workshop participant will be entitled to sign up all of their **pre-kindergarten** and **kindergarten** families for the *Cool Culture Family Pass*.

### 3. What do pre-kindergarten and kindergarten families receive?

All Pre-Kindergarten and Kindergarten families enrolled in Cool Culture will receive a *Cool Culture Family Pass* for free and unlimited general admission, similar to a museum membership card to 90 partner institutions. Cool Culture provides each school with *Family Time*, our quarterly publication, to distribute to families. It includes a calendar of free family events as well as feature articles about our partnering cultural institutions. Families also receive Cool Culture's *e-Family Time* monthly email newsletter. Our website is a valuable family resource with museum treasure hunt cards and activity plans.

### 4. What is the role of the "Cultural Liaison" at my school?

The Principal appoints a staff member to be the school's *Cultural Liaison* and to attend the professional development workshops. Liaisons enroll **Universal Pre-Kindergarten and Kindergarten** families in Cool Culture, distribute materials, hold meetings to keep parents up-to-date, and create a Cool Culture display space at their schools to provide parents with information about cultural institutions. **Liaisons should attend all 5 workshops to ensure the success of the program.**

### 5. How do Title I public schools enroll in Cool Culture?

*Literacy Without Walls* is a **\$2,500 fee-for-service program available to a limited number of Title I schools** (participation is free for families). To enroll, Principals need to:

- a) Assign one early childhood staff member to serve as a "Cultural Liaison" for the program. It may be a teacher, family assistant, parent coordinator or social worker that will attend 5 professional development workshops, and enroll and engage families in the *Cool Culture*.
- b) Fill out and sign the (1) School Enrollment Form, (2) Cultural Liaison/Principal Agreement Form & (3) Enrollment Contract and return it to Cool Culture by **September 15, 2011**, or sooner, email: [bpalley@coolculture.org](mailto:bpalley@coolculture.org) or fax:718.230.4556.
- c) You are not enrolled until Once Cool Culture returns a copy of the signed contract. At that time, you must submit a purchase order or check to Cool Culture

#### Eligibility:

***Space is limited and enrollment will take place on a first come, first served basis.*** Upon receipt of your enrollment materials, Cool Culture will return a signed copy of the contract along with payment instructions. ***Schools that have more than 75% of their students eligible for free or reduced-price lunch will be given enrollment preference.***

In order to stay true to the intent of the program, schools enrolling in Cool Culture may **NOT request donations from parents to cover the cost of *Literacy Without Walls*.** If your PTA raises funds for the arts and other programs, it should be **completely unconnected** to Cool Culture (and the Cool Culture Family Pass registration process).

**6. Does Cool Culture have a contract with the NYC Department of Education?**

**Yes**, our contract number is **QR763AG** for Professional Development for Early Childhood Educators and our vendor number is **161636968**.

**7. Are there discounts for small schools? Does Cool Culture provide services for families in 1<sup>st</sup> grade and above?**

There are no discounts. Schools that enroll in *Literacy Without Walls* can only register their pre-kindergarten and kindergarten families.

**8. Can we use our Cool Culture passes to make field trips?**

No. Passes are for use by families. No more than 3 families may travel and enter together to a cultural institution. Cultural institutions view larger groups as they would a class trip, which is not covered by the Cool Culture Family Pass and requires separate arrangements with the museum's group services department. If more than 3 families travel to an institution together, they may not be granted admission.

**9. What happens once my school submits enrollment materials?**

After a school's enrollment materials have been processed, Cool Culture will contact the Cultural Liaison and let them know if the school has been accepted. In September, all *Literacy Without Walls* Cultural Liaisons will receive materials that each participating family must complete in order to receive their personalized *Cool Culture Family Pass*. At Orientation in November 2011, Liaisons will learn more about Cool Culture, enjoy their first workshop, and receive their families' *Cool Culture Family Passes*.

**10. Where will the 2011-2012 Literacy Without Walls workshops take place, and on which dates?**

Workshops take place throughout the school year during school hours at cultural institutions that represent the diversity of NYC. ***Locations and dates TBA.***



To enroll in Cool Culture, 3 documents must be received by September 15, 2011:  
 (1) School Enrollment Form  
 (2) Cultural Liaison / Principal Agreement  
 (3) Enrollment Contract

Email: bpalley@coolculture.org  
 Fax: 718.230.4556

# LITERACY WITHOUT WALLS School Enrollment Form

School Number \_\_\_\_\_ School Name \_\_\_\_\_

School Address (for mailings) \_\_\_\_\_

School Phone # \_\_\_\_\_ School Fax # \_\_\_\_\_

Principal Name \_\_\_\_\_

Principal's Email \_\_\_\_\_ (REQUIRED)

*The principal appoints a staff-person to serve as Cultural Liaison for the school---this person will be responsible for attending all 5 professional development workshops, coordinating the 3 family registration periods throughout the year, and holding parent meetings and workshops to introduce families to Cool Culture.*

Cultural Liaison Name \_\_\_\_\_

Cultural Liaison Title:  Parent Coordinator  Social Worker  Teacher  Other \_\_\_\_\_

Cultural Liaison's Email \_\_\_\_\_ (REQUIRED)

*Communication is frequently done via email. Cultural Liaison must include an email address that they check frequently.*

Home phone # (in case of a cancellation) \_\_\_\_\_ Cell phone \_\_\_\_\_

### School Capacity and Eligibility

	Universal Pre-Kindergarten	Kindergarten
Number of Students		
Number of Teachers & Teaching Assistants serving		
TOTAL		

Percentage of children who are eligible for free/reduced price lunch: \_\_\_\_\_%

Signature of Principal, Director of Operations or Student Services Manager:

Name: \_\_\_\_\_ Title : \_\_\_\_\_ Signature: \_\_\_\_\_

Please indicate the languages that are spoken at your families' homes **and** estimate the percentage of your families that speak that language:

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> English: _____% | <input type="checkbox"/> Yiddish: _____% | <input type="checkbox"/> Bangla: _____% |
| <input type="checkbox"/> Spanish: _____% | <input type="checkbox"/> Russian: _____% | <input type="checkbox"/> Farsi: _____%  |
| <input type="checkbox"/> Chinese: _____% | <input type="checkbox"/> Creole: _____%  | <input type="checkbox"/> Hindi: _____%  |
| <input type="checkbox"/> Hebrew: _____%  | <input type="checkbox"/> French: _____%  | <input type="checkbox"/> Other: _____   |



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**LITERACY WITHOUT WALLS**  
**Cultural Liaison / Principal Agreement**

I, \_\_\_\_\_ (print name), agree to serve as Cultural Liaison  
 for \_\_\_\_\_ (School Name).

I understand that as the Cultural Liaison I am the key player in ensuring the success of the Cool Culture program at my school. I will work closely with my principal and colleagues to ensure that families and staff take full advantage of their Cool Culture Family Passes. I agree to:

- 1) **Coordinate the Family Pass registration process in September, October and February.**  
*Collaborate with staff at my school to help every Universal Pre-Kindergarten and Kindergarten family complete a registration form for a personalized Cool Culture Family Pass. I will deliver the forms to Cool Culture offices by the stated deadlines. I will distribute printed family passes and provide guidance and explain how the pass is intended to be used. Family pass usage is solely for their family's visit; **no group or field trips.***
- 2) **Respond in a timely fashion to email and fax correspondence from Cool Culture.**  
*Cool Culture will send important updates and information via email. If you do not provide an email for the Cultural Liaison and the Principal, your school may not receive all pertinent updates.*
- 3) **Attend all the Literacy Without Walls professional development workshops.**  
*5 professional development workshops will take place at cultural institutions around the city during school hours. The first workshop will take place at the beginning of November at the Cool Culture Fair and this will be your orientation.*
- 4) **Distribute and promote Cool Culture resources to UPK and K families at my school.**  
*Distribute personalized Cool Culture Family Passes, the Family Time newsletter, the E-Family Time newsletter, educational materials for parents and children, and the website [www.coolculture.org](http://www.coolculture.org).*
- 5) **Present at least 4 parent workshops during the school year that will provide UPK and K families with information about Cool Culture and visiting cultural institutions to support children's learning and quality family time.**  
*Host parent orientations, parent meetings, workshops, and have one-on-one interactions with parents to talk about Cool Culture, how to use the Family Pass, and to invite parents to share their experiences. I will inform enrolled families about museum exhibits, activities and events they can attend with their children.*
- 6) **Create a Cool Culture information space at my school.**  
*Such as a bulletin board, wall space, or table visible and accessible to UPK and K families so that parents can learn about Cool Culture events and resources, cultural institutions and activities around the city and share their experiences with other families through photographs, children's drawings, etc.*
- 7) **Engage my principal, UPK and K teachers and staff with Cool Culture.**  
*Share information about Cool Culture with my school's principal, teachers, and colleagues in order to keep them well informed about Cool Culture and the opportunities it offers families, so that we can work as a team to maximize parent engagement in supporting their child's education.*

**Timeline of Activities**

	Jun-Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June-Oct 2012
School enrolls in Cool Culture & Appoints a Cultural Liaison (CL)	■									
CL assists families in registering		■	■			■				
CL distributes family passes							■			
CL attends p.d. workshops			■	■	■	■	■	■	■	■
Individual families visit museums			■	■	■	■	■	■	■	■
CL hosts parent Cool Culture workshops at school			■	■	■	■	■	■	■	■

.....  
 Cultural Liaison Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Principal Signature: \_\_\_\_\_ Date: \_\_\_\_\_



## LITERACY WITHOUT WALLS - ENROLLMENT CONTRACT

This agreement is made and entered into by and between (i) Cool Culture, having a place of business at 80 Hanson Place, Suite 604, Brooklyn, New York, 11217 (“Cool Culture”) (with facsimile number 718 230 4556 and contact email address monica@coolculture.org) and (ii) \_\_\_\_\_ (official signatory), having a place of business at \_\_\_\_\_ (the “School”) (with facsimile number \_\_\_\_\_ and contact email address \_\_\_\_\_).

The Agreement is in regards to services to the Literacy Without Walls Professional Development & Family Engagement Program provided by Cool Culture.

In consideration of the mutual covenants and other agreements made herein, and upon the terms and subject to the conditions set forth herein, the parties to this Agreement agree as follows:

### I. Services.

1. Cool Culture agrees to provide five (5) Professional Development Workshops (each a **Workshop**), for one staff person employed by the School and designated by the School’s Principal to serve as the “**Cultural Liaison**”. Workshops will relate to the products and services provided by Cool Culture. Workshops will take place at one of Cool Culture’s partner cultural institutions as decided by Cool Culture in its sole and absolute discretion. Cool Culture will arrange for the provision of breakfast or lunch and refreshments for participants at each Workshop.

2. Cool Culture will provide each family identified in writing by the School as having a child enrolled in a Universal Pre-Kindergarten or Kindergarten class at the School (each a “**Participating Family**”), and each Cultural Liaison, with a personalized *Cool Culture Family Pass* each of which, subject to applicable terms and conditions, will be valid until October 31, 2012. Schools must submit family pass registration forms in accordance with the registration directions and guidelines, and registration forms must be received by Cool Culture on or before the deadline in order for Cool Culture to process your School’s passes. It is the responsibility of a School representative to pick up the *Cool Culture Family Passes* from the Cool Culture office.

3. Cool Culture will provide the Cultural Liaison with four (4) editions of *Family Time*, Cool Culture’s quarterly newsletter, for distribution to each Participating Family.

4. Cool Culture will disseminate by email to each Participating Family in respect of which Cool Culture is provided with an email address a monthly *e-Family Time* newsletter until such time as the Participating Family ceases to subscribe or Cool Culture elects, at its sole and absolute discretion, to terminate dissemination.

**II. Compensation.** The School hereby agrees to pay Cool Culture a fee of \$2,500 (the “**Fee**”) in respect of the services described in this Agreement. Cool Culture will separately issue an invoice to the School or Office of Payable Operations in respect of the Fee. The Fee may be payable via check, money order, N.Y.C Department of Education purchase order or such other method of payment as may be agreed between the parties in accordance with the terms of this Agreement. Once the contract is signed, the school must issue a payment or a purchase order in the full amount of \$2,500 regardless of whether Cool Culture’s services have begun.

Parent contributions that subsidize Literacy Without Walls Professional Development & Family Engagement program are forbidden. In accordance with the intent of the program, Schools enrolling in Cool Culture may **NOT** request donations from parents to cover the cost of the program. If a School’s Parent Teacher Association wishes to raise funds generally for the arts and other programs, the fundraising process must be completely unconnected to the Cool Culture’s Literacy Without Walls Professional Development & Family Engagement program and the *Cool Culture Family Pass* registration process. Cool Culture reserves the right to discontinue services should the terms of this contract be violated.

**III. Eligibility.** In order to be enrolled in Literacy Without Walls Professional Development & Family Engagement program, participating schools must receive school-wide Title 1 funding as specified by the State Department of Education. Cool Culture gives preference to schools that have over 75% of their students eligible for free or reduced-price lunch. Schools that have a greater percentage or exceed this benchmark will be given enrollment preference. Enrollment in the program will be up to the discretion of Cool Culture and its board of directors. Cool Culture reserves the right to cancel services to any school that misrepresents the free/reduced lunch eligibility of their student population.

**IV. Condition precedent to formation.** This Agreement will not become effective, and Cool Culture will be under no obligation to provide the Services described in Article I, unless and until each party executes this Agreement with this Agreement becoming effective upon execution and dating of this Agreement by Cool Culture following receipt by Cool Culture of this Agreement as executed by the School.

**V. Amendment, Modification and Waiver.** This Agreement may only be amended, modified or supplemented by an agreement in writing signed by each party hereto. No waiver by any party of any of the provisions hereof shall be effective unless explicitly set forth in writing and signed by the party so waiving. No failure by Cool Culture to exercise, or delay in exercising, any right, remedy, power or privilege arising from this Agreement shall operate as a waiver of any such right, remedy, power or privilege nor shall any single or partial exercise of any such right, remedy, power or privilege preclude any other or further exercise of the same right, remedy, power or privilege or the exercise of any other right, remedy, power or privilege.

**VI. Notice.** All invoices, notices, requests, consents, claims, demands, waivers or other communications required or permitted to be given hereunder shall be in writing and shall be deemed to have been given when (a) when delivered by hand, with written confirmation of receipt (b) on the date sent by facsimile or e-mail (with confirmation of transmission) if sent during normal business hours of the recipient and otherwise on the following business day of the recipient or (c) on the third day after the date mailed by registered mail, return receipt requested, postage prepaid, in each case addressed to the other party at the address, facsimile number or email address, as applicable, provided in this Agreement for such party, or to such other address furnished in advance written notice given to the other party hereto in accordance with this Article.

**VII. Entire Agreement.** This Agreement constitutes the entire agreement and understanding of the parties with respect to its subject matter and supersedes all oral communication and prior writings with respect thereto.

**VIII. Successors and Assigns.** This Agreement shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and permitted assigns. Neither party may assign its rights or obligations hereunder without the prior written consent of the other party.

**IX. No Third-Party Beneficiaries.** This Agreement is for the sole benefit of the parties hereto and their respective successors and permitted assigns and nothing herein, express or implied, is intended or shall confer upon any other person any legal or equitable right, benefit or remedy or any nature whatsoever, under or by reason of this Agreement.

**X. Governing Law.** This Agreement shall be construed in accordance with, and this Agreement and all matters arising out of or relating in any way whatsoever to this Agreement (whether in contract, tort or otherwise) shall be governed by the law of the State of New York without regard to its choice or conflicts of laws principles that would cause the application of laws of any jurisdiction other than the State of New York.

**XI. Submission to Jurisdiction.** Any legal suit, action or proceeding arising out of or based upon this Agreement or the transactions contemplated hereby may be instituted in the Supreme Court of the State of New York sitting in the Borough of Manhattan and the in the United States District Court for the Southern District of New York, and any appellate courts there from, and each party irrevocably submits to the exclusive jurisdiction of such courts in any suit, action or proceeding. Service of process, summons, notice or other document by mail to such party's address set forth herein shall be effective service of process for any suit, action or other proceeding brought in any such court. The parties irrevocably and unconditionally waive any objection to the laying of venue of any suit, action or proceeding in such courts and irrevocably waive and agree not to plead or claim in any such court any such suit, action or proceeding brought in any such court has been brought in an inconvenient forum.

**XII. Counterparts.** This Agreement may be executed in counterparts, each of which shall be deemed an original but all of which together shall be deemed to be one and the same agreement. A signed copy of this Agreement delivered by facsimile, e-mail or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Agreement.

**XIII. Capacity and Authority.** Each party to this Agreement represents and warrants that it has full power and authority to enter into this Agreement and that this Agreement has been duly authorized, executed and delivered and constitutes a legal, valid and binding obligation on such party.

**IN WITNESS WHEREOF,** each of the parties has caused this Agreement to be duly executed and delivered by their respective authorized representatives:

**School Name:** \_\_\_\_\_

**Cool Culture**

By: \_\_\_\_\_  
[Signature of Principal or Budget manager]

By: \_\_\_\_\_  
[Signature]

Name of signatory: \_\_\_\_\_

Name of signatory: \_\_\_\_\_

Title of signatory: \_\_\_\_\_

Title of signatory: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_